

January 12, 2012

Sixteen:Nine

Adspace's Content Program Starting To Click With Brands

Dave Haynes



Adspace Digital Mall Network has been running video in digital posters in shopping centers forever, and has the thing pretty much down to a science.

My guess is that in the early years (unless the experience was different from every other Digital OOH network) getting the mall and its tenants involved in content was a teeth-pulling exercise. That's probably a big reason why they pushed out a press release talking about how deeply embedded the network now is in retail and mall marketing.

Adspace says its Today's Top 10 program – which mall by mall flags shoppers on deals in stores at that location – saw a 42% jump in activity this holiday season from retailers and brands.

*“This holiday season was a truly defining moment for our content. Over 600 retailers and product manufacturers to date have been included in the program – far exceeding our expectations,”* said Warren Christopher, editorial director, Adspace

Networks. *“Some of the new participants included Chico’s, White House Black Market, Armani Beauty and Tommy Hilfiger Fragrances.”*

*Luxury brands and retailers of note in 2011 included Giorgio Armani, Estee Lauder, Coach, Ann Taylor, Banana Republic, Jo Malone, Kenneth Cole, MAC, Ivanka Trump Handbag Collection, Tommy Bahama, Swarovski, Sean John and Harajuku Fragrances.*

Today's Top Ten lets retailers and brands submit their products to be featured on Adspace Smart Screens throughout the mall at no cost. The selections are made by Adspace editorial staff, based on submissions. The 2011 holiday program was designed to be a gift guide.

*“The Today's Top Ten program is a valuable opportunity for retailers and their product suppliers to capture the attention of customers and showcase their best offerings,”* said Bill Ketcham, executive vice president and CMO, Adspace Networks. *“The increase in participation from top-tier retailers and vendors in the program dramatically increased the quality and selection of offers that we had to choose from this season, and our viewers were the winners.”*

It's encouraging to read that brands and retailers – particularly big ticket ones – are “getting” the value of digital right in the mall. This also reflects the value of producing content that's contextually relevant and immediately actionable. It should be forehead-slapping obvious that shoppers are going to pay more attention to great deals and new products in the mall than weather reports or This Day In History canned content.