



**25** **PROMOTIENDA**  
AÑOS ADVERTISING DISPLAY PLAYERS

Your product **on the move**

## WHY PROMOTIENDA

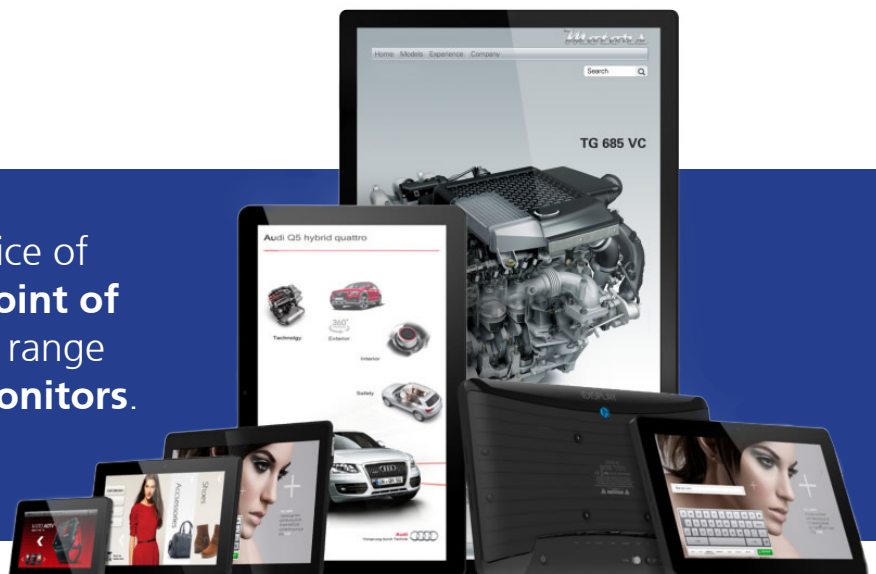


PromoTienda is a company specialized in the installation of Videomonitors and Dynamic Advertising.

PromoTienda was born in 1992 with the development of a new project that consisted of installing in different food chains, television monitors in strategic places within the supermarket viewing the offers of the day. From VHS players, DVD players, TFT screens with CF memory cards, to interactive tablets. Today we can offer professional equipment with Internet connection via cable, Wi-fi or 3G.

Our experience in the sector installing Videomonitoros Publicitarios in Shopping Centres, Large Shops and Points of Sale, has led us to position ourselves as a reference supplier in Spain and the European Union, with more than 20,000 installations in more than 3,500 points of sale.

We offer an integral service of **dynamization of the point of sale** through a complete range of **advertising video monitors**.



## ADVANTAGES FOR YOUR BUSINESS



### ■ **DIFFERENTIATION**

Differentiating tool with respect to the competition.

### ■ **BRAND IMAGE**

Build brand image through the use of differentiating elements.

### ■ **LOOK AND LISTEN**

Greater quantity and quality of information than static graphic materials.

### ■ **MEMORY STIMULATION**

Reinforcement of campaigns carried out in other media.

### ■ **ATTRACTION**

It captures the consumer's attention.

### ■ **AFFORDABLE COST**

Lower cost than traditional static advertising.

### ■ **IMPULSE BUYING**

Strong power of persuasion.

### ■ **PROMOTIONS**

Excellent support in promotional campaigns.

### ■ **SEGMENTATION**

Reaches your target audience accurately.

### ■ **FLEXIBILITY**

Quickly combine and update content.

### ■ **PROFITABILITY**

Excellent ROI ratio.

## TRANSFORM THE **POINT** OF SALE INTO A **BUSINESS** **POINT**



The point of sale is the most appropriate place to influence the consumer, as it is more receptive at the time of purchase to a well-focused communication.

The presence of a product on the shelf is not enough to motivate the purchase. It is necessary that the product persuades, comes to life, offers something more and moves the consumer to act.

To differentiate the product from the competition and create added value at the point of sale, audiovisual advertising is the best existing tool.

PromoTienda offers its clients a wide range of Professional Monitors with very high quality image, video and sound players, ready to operate 24 hours a day, 365 days without interruptions.

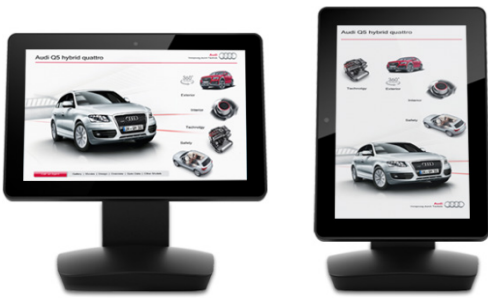
Our goal is to bring innovation to your company, improving the presentation of your products in a dynamic, visual and very attractive through videos, photos, text and audio.

Our effort is aimed at **strengthening the presence of brands** at the time of purchase and thus generate an **increase in sales**.





## FULL SERVICE OF ADVERTISING MONITORS



We offer a complete service of recruitment and management of monitors for Spain, France and Portugal that includes:

- Integral logistics: sending of the equipment and coordination with the Point of Sale Manager (POS) for assembly and commissioning.
- Comprehensive follow-up service for each action. Total control through periodic sending of status.
- Technical maintenance in 24 hours.

In addition, we take care of the process from start to finish:

- Original spot edition.
- Realization of the Master Without End and creation of duplicates of Memory Card SD/CF.
- Shipment of equipment 4-5 days in advance.
- Confirmation of reception at the point of sale.
- Monitoring of the installation and correct start-up.
- Collection of equipment at the end of the promotional action.

We are **the best ally for your business** when: there is a novelty, an explanation is necessary, it is necessary to support a promotional action or to reinforce the brand image.



## OUR EQUIPMENTS



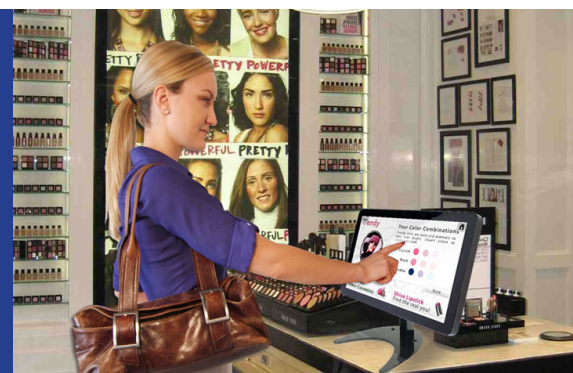
Our equipments (professional Videomonitors), are totally automatic, they reproduce video in most standard formats with HD quality immediately when receiving electricity, normally they are connected to the electrical network of illumination of the point of sale, in such a way that when they turn on the lights the equipment is turned on immediately and when they turn off the lights the equipment is disconnected.

The settings controls and memory card are hidden. The volume control is accessible so that it can be adjusted to the taste of the head of the department, in addition the motion sensor disconnects the audio in 45 seconds and connects it instantly to detect the presence of public, which achieves a double effect, reclamation and does not bother the staff of the store when there is no public.

They also have a USB connection to update the advertising spot with a PenDrive if necessary at any time during the promotional campaign, a safety glass that protects the screen, a mixed support that allows them to be hung or placed on a table or shelf.

It is possible to personalise the equipment with vinyl stickers, cardboard front, etc. If necessary, we can also manufacture special supports for your installation.

Important Commercial Marketing Tool that **stimulates impulse buying**, **informs** about the characteristics and advantages of the product and **seduces** the consumer.



## OUR SOFTWARE, **REMOTE DISPLAYS MANAGER (RDM)**



Our software allows you to monitor and manage remotely the contents of your screens with data connection (Wi-fi or 3G) at the points of sale.

With our RDM software you can:

- Monitor and update the contents of your screens.
- Check the status of your screens online.
- Geolocate all installed screens with Google Maps.
- Upload your videos and create playlists.
- Verify your videos on the screens.
- Download your videos when you need them.
- Define multiple companies, branches and users with different permissions.
- Add the start and end date of the promotion.
- Search and filter screens by different criteria.
- Create actions for multiple screens.
- Export your screen listings in Excel.

## CONTACT WITH US

Contact Promotienda and together we will evaluate the needs of your brand.



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