

# Put a New Face on Marketing Strategy - Digital Signage Bridges the Gap between Customer and Brand

## BRIEF PROFILE

Place: Philippines

Industry: Healthcare

Solution:

- SMP Player x 25
- CMS Server x 1

### SkinStation in Brief

SkinStation is one of the leading skin clinics in the Philippines. To give its customers the best skin and body solutions, SkinStation combines nature and cutting-edge technology treatments. SkinStation offers a variety of skin care treatments, including slimming, anti-aging, whitening, firming, and its highly popular diode laser hair removal treatment.



### Background:

To stand out in the competitive skin care industry, SkinStation deployed CAYIN's digital signage solution to raise brand awareness and attract more potential customers to boost the business.

### A Better Way to Communicate with Customers

Utilizing digital signage to visualize and communicate the brand, product, and service is a perfect marketing tactic to boost skincare business since it can provide an engaging environment and reinvent the live experience. Therefore, SkinStation implemented CAYIN SMP-2200 digital signage players in each of its branches to improve its product marketing and branding strategy.

With CAYIN SMP-2200 digital signage player's brilliant function of supporting multimedia formats, SkinStation can play dynamic advertising contents including 4K UHD video,

Flash® animation, HTML5 web page, image, music, and text ticker. It better presents its available products and services, and clearly explains the value of them as well. Moreover, the powerful remote manage function of SMP-NEO2, the dedicated digital signage software bundled with SMP-2200 digital signage player, attributes to maintain the consistent brand message in numerous branches throughout the country.

### Increase Brand Awareness and Drive Traffic via Digital Signage

The in-store brand experience is way more just communicate with customers. It can connect customers to your brand. Digital Signage is the new medium of creating an immersive brand experience by making a memorable sensory experience, bringing the customer into a lasting and meaningful relationship with the brand. SkinStation deploys digital signage to promote its brand with vivid images, videos and animations, which not only grabs customer's attention but also boosts brand awareness.

Besides the in-store experience, compared to the traditional poster, digital signage is also a more cost-effective way to drive store traffic and attract new customers because it is appealing, engaging, time-sensitive, and dynamic. Moreover, digital

signage can remotely change, schedule and adjust display content with just a few clicks, enabling to display the right incentive in front of the right potential customer to generate more traffic to store.

Through CAYIN's digital signage solution, SkinStation communicates its brand, products, and services in a more engaging and fun way that not only forges a solid customer-brand relationship but also attracts new potential ones as well.

#### CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

#### Mediacast Digital Group Inc. in Brief

Mediacast Digital Group Inc. has been successful on providing full digital signage solutions in the Philippines since its foundation in 2009. The company has serve as digital intelligence to various industries such as hotels, restaurants, universities, malls and other establishments and institutions. To provide full digital solutions to clients is the company's main priority.



#### CAYIN Technology Co., Ltd.

3F., No. 57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com <https://www.cayintech.com/>