

# Unique Experience, Unforgettable Brand - Cultivating a Positive Brand Perception with Digital Signage

## BRIEF PROFILE

Place: Philippines

Industry: Retail

Solution:

- SMP Player x 1

### Audi

Audi, a member of the Volkswagen Group, is a German automobile manufacturing company that designs, produces, and markets luxury vehicles in many countries. Audi's brand appearance is structured by three design principles- flexible, confident, and clear, which means more flexible and effective ways, not restricted and emphasis on essentials, and easy-understanding brand design.



## Background:

In line with its motto "Being Ahead through Technology" and to raise brand awareness in the Philippines, Audi Philippines decided to implement CAYIN's digital signage solution for providing a unique experience that cultivates a positive brand perception in customer's mind.

### Create a Unique Experience through Digital Signage

Customer experience is vital to the perception of a brand. And the showroom is definitely the most commonplace for many businesses where the customer experience takes place. Partnered with Mediacast Digital Group, a local well-renowned system integrator, CAYIN implemented digital signage video wall solution, including SMP-2200 digital signage player and 55" LG screens, in Audi's showroom in the Philippines.

The visual effects of digital signage cause greater sensory impact, a strong positive psychological effect on consumer's behavior and decisions, results in boosting brand awareness and inspiring a positive mood with the brand. The high-quality viewing experience created by digital signage turns out to be a useful, entertaining, and memorable showroom experience that sticks in the customer's mind.

### Positive Brand Perception Leads to Better Sales and Higher Customer Satisfaction

Compared to the traditional posters and advertisement, the different viewing experience constructed by CAYIN's digital signage solution not only impresses Audi's target audiences but makes its marketing content more easily remembered and has a high possibility to be spread out by word-of-mouth marketing.

The application of digital signage in the showroom is a powerful method to motivate good brand perception, leading to

maximizing the existing business profit, creating unprecedented business opportunities, and elevating customer satisfaction and brand loyalty. In today's competitive and fast-changing environment, having positive brand perception has never been more important to be outstanding in the marketplace.

#### 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 served 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/>