

White Paper on Call Button Prompt System

Automate a call button system for department stores.

Introduction

Bealls Department Stores required a device to automate their existing store call button prompts (Customer needs assistance at Guest Services, etc). In the past, each time an announcement needed to be changed, Bealls would have it recorded and sent out by mail to the store manager. The store manager would in turn have to manually change the recording.

Solution

United Media Solutions IT Department created a unique call button unit with the ability to program up to 12 separate call button messages on one device. The new unit works with United Media Solutions' patented Info-Link delivery system to allow for announcements to be changed remotely.

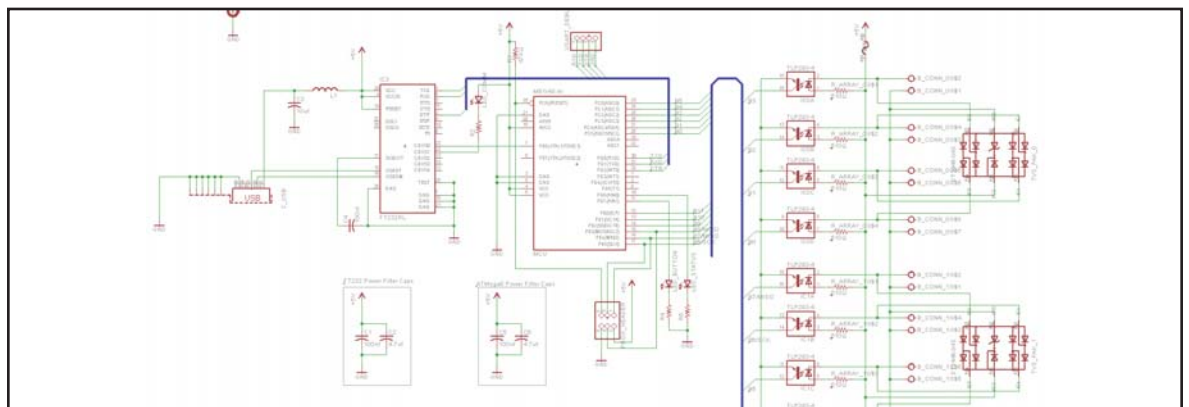


System Features

The Call Button Prompt Unit connects to United Media Solutions' patented Info-Link system, fully integrating the overhead service messages. All prompts for the departments can all be loaded and managed remotely from any computer with internet access.

Summary

Any store that utilizes overhead service messages, such as "Assistance needed in Customer Service," will benefit from the automated call button system.



The Opportunity ...

In-store overhead advertising



Info-hold, Inc., in conjunction with our patented Info-Link SIRIUS overhead music system, offers clients the opportunity to advertise to customers in the store through overhead messages. Overhead music and messaging is imperative to the marketing strategies of many retailers. When incorporated into the company's overall image, overhead music and messaging is an extension of the brand identity created.

The Info-Link SIRIUS system utilizes a web-based interface to allow store managers to program what SIRIUS music channels they want to play in the store and at what times. This allows stores to not choose just one type of music for their clientele, but to change the music to the shoppers who frequent at certain times of the day.



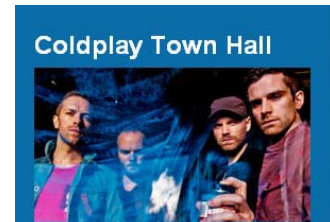
Different Demographics Call for Different Music Choices

For instance, a coffeehouse chain knows their clientele fluctuates during the day:

- 6am - 8am = Business people
- 9am - noon = Stay-at-home females
- 2pm - 4 pm = Students 15-18
- 5pm - 10pm = Young single adults 18-30

The store manager can use this information to target the specific demographics with the appropriate SIRIUS music channels.

SIRIUSXM SATELLITE RADIO		Welcome to the world of Satellite Radio		SIRIUS CHANNEL LINEUP	
POP		COMMERCIAL-FREE MUSIC			
02	Top 40 Hits	28	Adult Album Rock	52	Progressive House, Trance & Electro
03	The Latest Pop Music and More	29	Jam Bands	53	Smooth Electronic
04	'40s Pop Hits/Big Band	30	Contemporary Eclectic	COUNTRY	
05	'50s Pop Hits	31	Acoustic Singer-Songwriters	56	Classic Country
06	'60s Pop Hits with Cassin Bruce	32	Mellow Rock	58	'90s Country & More
07	'70s Pop Hits	33	Classic Alternative	59	New Country
08	'80s Pop Hits	34	'90s Alternative/Grunge	60	Rockin' Country Rebels
09	'90s Pop Hits	35	Indie Rock	61	Bluegrass
10	2000s and Today	36	New Alternative Rock	CHRISTIAN	
15	Studio 54 Radio	37	New Hard Rock	63	Christian Pop & Rock
16	Lite Pop Hits	38	Classic Hard Rock	64	Gospel
17	Love Songs	39	'80s Hair Bands	JAZZ/STANDARDS	
18	Limited Engagements	40	Heavy Metal	66	Smooth/Contemporary Jazz
ROCK		41	Music of Action Sports with Tony Hawk	67	Classic Jazz
19	Elvis 24/7 Live from Graceland	42	Reggae	68	New Age
20	Bruce Springsteen 24/7	HIP-HOP/R&B		69	Beautiful Music
21	Little Steven's Underground Garage	44	Hip-Hop Hits	70	B.B. King's Blues
22	Pearl Jam 24/7	45	Eminem's Uncut Hip-Hop Channel	71	Sinatra/American Standards
23	Grateful Dead 24/7	46	Old Skool Rap	72	Show Tunes
24	Escape to Margaritaville	47	R&B Hits	CLASSICAL	
		48	Adult R&B Hits		



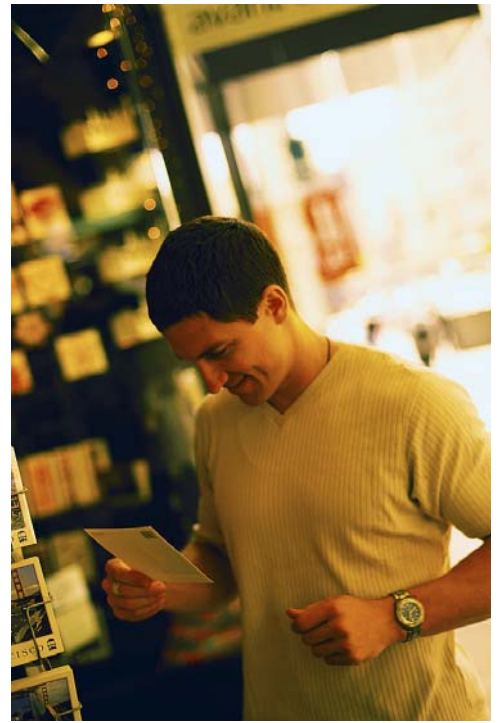
Overhead Marketing Messages

In addition to scheduling SIRIUS overhead music, the Info-Link SIRIUS system provides the opportunity to schedule overhead marketing messages to play at times scheduled by the store manager.

Using the same demographics as for the music channels, the store manager could schedule different marketing messages to play at certain times of day to reach a specific demographic.

Third-Party Advertising Opportunity

The use of overhead messages also offers the opportunity to sell advertising space to third-party advertisers who may want to reach these demographics.



Complete Turnkey Solutions

- In-house copywriters
- In-house production studio
- Professional voice talents
- In-house media buying department



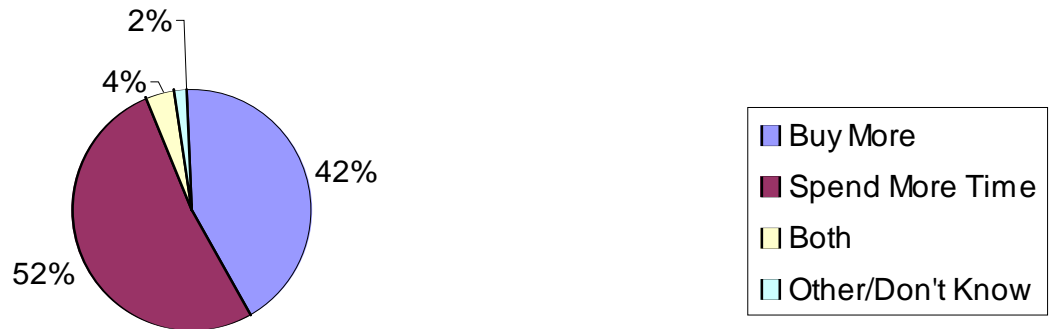
Info-Hold, Inc. provides complete turnkey solutions for all overhead advertising. The in-house copywriters and in-house production studio can provide retailers with everything from concepts to final production of the overhead advertisements.

The in-house media buying department can provide clients with third-party advertisers willing to purchase ad space, as well as placing and running the ads.

Still not convinced that overhead advertising is for you?

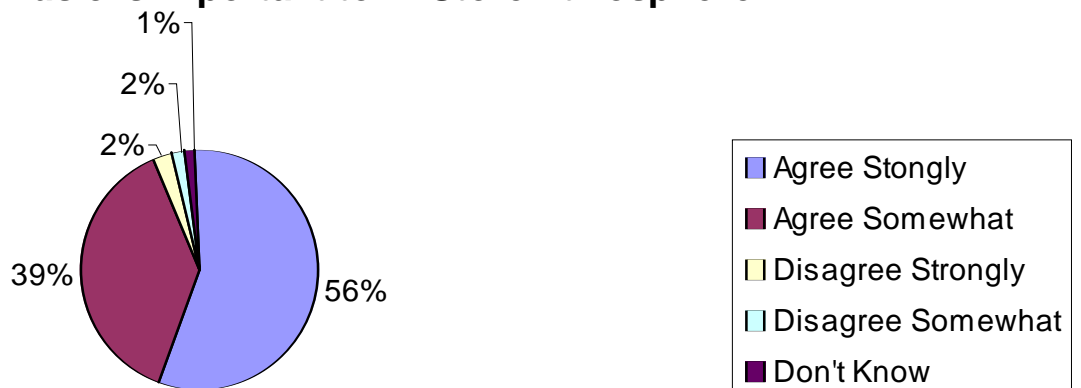
According to a study performed by Chain Store Age, store atmosphere plays a vital role in encouraging consumers to stay longer in the store, and in turn make more purchases. In fact, 41.9% of respondents questioned said they responded to the atmosphere by making a purchase. An equally high 52.4% said they spent more time in the store because of the atmosphere.

Results of In-Store Atmosphere



Nearly 90% of retailers use music in their stores as part of the atmosphere. 54.9% agree strongly that music is important to their in-store atmosphere. When asked if in-store music increases sales, nearly 70% of retailers agreed. It is the belief that in-store music makes customers shop longer in the stores and helps the retailer differentiate its stores from the competition.

Music is Important to In-Store Atmosphere





Attitudes Toward Music

Almost 20% of shoppers say music has encouraged them to spend more time in a store; however, retailers need to be mindful that music can not only encourage people to spend more time in the store, but the wrong music can make also make them leave the store. 40% of shoppers polled responded they have left a store because of the music.

Of retailers polled, 69% agreed (57% agree somewhat, 12% strongly agree) that in-store music increases sales.

In-Store Music Increases Sales

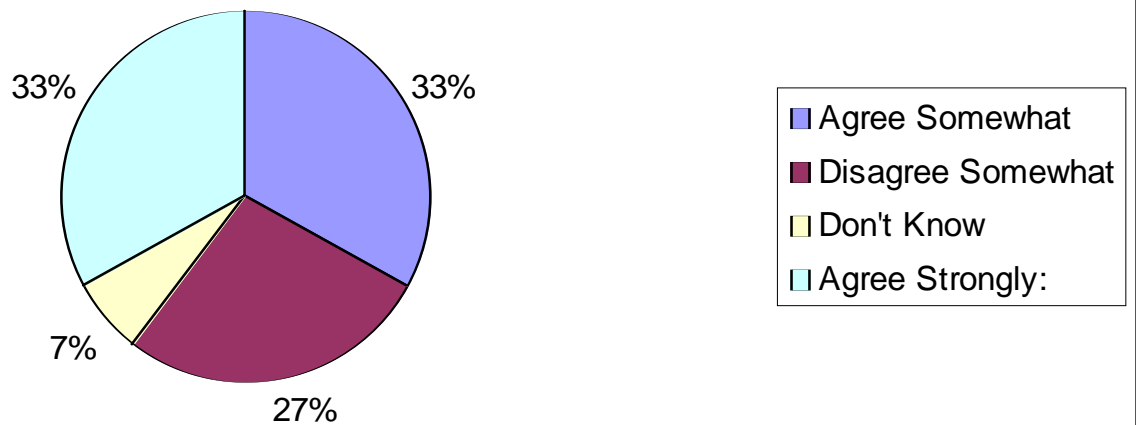


Audio Messages

Message marketing through the overhead music system is practiced by 16.5% of retailers surveyed. 93% of retailers that use in-store message marketing agree that it leads to increased sales.

Overhead marketing messages are most likely to include advertising, product promotions, store promotions and giveaways.

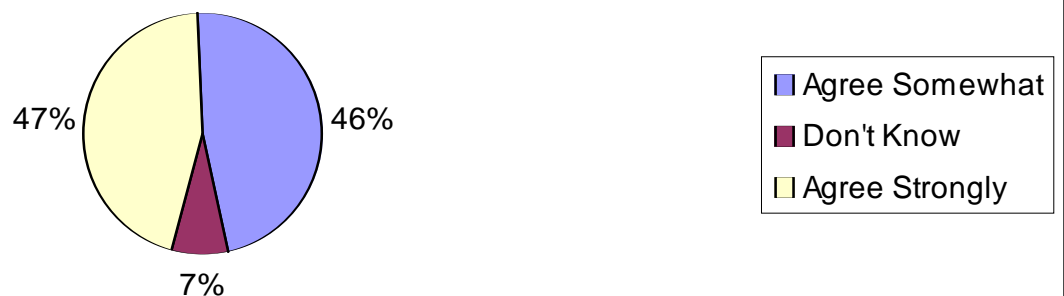
Message Marketing Is Important To In-Store Atmosphere



While video screens are beginning to play a role in in-store advertising, even more consumers remembered being influenced to purchase by an in-store audio message (30%).

30% of consumers report in-store audio message about an item led to purchase of the item.

In-Store Message Marketing Increases Sales





For more information on Info-Hold, Inc. and the Info-Link SIRIUS overhead music and messaging system, call

1-800-373-8200

www.infohold.com

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United Media Solutions



Case Study



Speedway Third Party Advertising

As utilized by



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Presented by: Mark C. Mason

Company Information

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Project name or title	Speedway Third Party Advertising
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Customer profile

Customer name	Kentucky State Lottery
Division	Marketing
Address	1011 W. Main St
City, state, ZIP Code	Louisville, KY 40202
Phone number	502-560-1500
Web site address	www.kylottery.com

Speedway 3rd Party Advertising

Case Study for KY State Lottery

Company profile

- Since 1989, the Kentucky Lottery has earned more than \$4.5 billion for Kentucky's state treasury. Since 1999, the Kentucky Lottery has provided over \$2.5 billion dollars to the Kentucky Educational Excellence Scholarship (KEES) Program, the College Access Program and the Kentucky Tuition Grants Program. Combined, this money has been used to make 1,800,000 financial awards to help Kentucky's best and brightest students remain in Kentucky for their post-secondary education.



Business situation

The Kentucky Lottery set an ambitious goal at the beginning of FY17 to top \$1 billion in sales.

Scratch-off ticket sales have traditionally been the best-selling product in the lottery's portfolio so it was decided that increasing promotion in this segment would be crucial to achieving this goal.

As a result, KY State Lottery has targeted consumers at Speedway convenience stores through third party overhead and at-the-pump scratch off advertisements encouraging on-premise customers to try their luck.

Technical situation

KY State Lottery needed a cost-effective way to remind customers of scratch off lottery tickets. By reaching large numbers of consumers while they are on premises was an ideal way to influence impulse purchases.

Solution

United Media Solutions provided KY State Lottery with overhead advertising messages, professionally written and recorded, to advertise lottery games throughout the year. The lottery had several scratch off games they wanted to push.

The commercials were programmed to play at specific Speedway locations throughout Kentucky 4 times an hour in approximately 70 locations.

Benefits

KY Lottery reported an average 24.2% increase in scratch off sales month over month and an average 26.2% increase for like time periods year to year in 56% of these stores when lottery advertisements were played.

Products and services your company used

- Info-Link Sirius Overhead Music and Messaging System
- Info-Hold Production Studio
- Speedway Overhead Speakers In the Store and At the Pump

Services provided by other groups or companies

Speedway stores provided the outlet for KY Lottery advertising as part of the third party advertising program.