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DSE 2010 Content Award: PlayNetwork for Genesco - Non-Interactive Best Experiential Content

DSE 2010 Content Award Winner

NOMINEE: Genesco, Nashville, Tenn.

NOMINATING COMPANY: **PlayNetwork**, Redmond, Wash.

CATEGORY: Retail

PROJECT: PlayNetwork created several custom segments for Genesco's specialty retail sites – Journeys and Journeys Kidz – to feature on in-store displays to drive sales, extend brand awareness and connect with the stores' core shopping base.

OVERVIEW

In 2009, PlayNetwork deployed a highly customized and creative in-store program for Genesco's specialty retail sites, Journeys and Journeys Kidz. The program includes a variety of material, such as custom-produced segments, advertising placements and third-party entertainment shown on in-store displays. The custom content was episodic in nature, with program placeholders created for the different brand concepts.

The programming concept was to create content that could live both in-store and online, and develop greater affinity with Journeys' core shoppers. Content segment types include "Blowin' Up," which focuses on emerging artists and gives a sneak peek at what drives them creatively. This segment category also usually includes a musical performance and interviews with the artists.

Another segment type produced for Genesco was "All Access," which focuses on established artists or celebrities and provides a live performance and/or interviews with the selected artist or celebrity. This segment type is exclusively shot for Genesco. Another segment type PlayNetwork produces for Genesco is "My Journey/Kidz," which is shot on location around the United States wherever there are selected



The programming PlayNetwork created for Journeys and Journeys Kidz includes a variety of material, such as custom-produced segments, advertising placements and third-party entertainment shown on in-store displays.

individuals with extreme jobs or hobbies. This segment type tries to capture dynamic lifestyles that speak to the core shoppers at Journeys/Journeys Kidz.



One "Journeys Kidz" segment PlayNetwork created for Genesco featured a kid who had exceptional cup stacking skills. Cup stacking is a sport in which players have to stack cups in specific sequences in as quickly as he/she can.

For the Digital Signage Expo 2010 Content Awards, PlayNetwork submitted several videos it had produced for Genesco, including two "All Access" segments on Mandy Moore and Mitchel Musso, one "Blowin' Up" segment on Nico Vega and a "My Journey/Kidz" segment on a young cup stacker.

The programs were prominently displayed on anywhere from two to eight monitors (depending on store square footage) and included supporting audio throughout the space. The programming concept was developed to maximize dwell time in the space while highlighting key messages directed at the shopper. PlayNetwork then created deeper content wells within that program loop to reduce repetition and keep the program fresh.

OBJECTIVES

The goal of the custom segments was to drive additional sales, extend brand awareness and monetize through advertising. The content consisted of highly branded lifestyle-based programming that connects the brand with core shoppers. The primary focus of the programming was to establish credibility for Journeys and Journeys Kidz as the lifestyle experts for their core shoppers.

CHALLENGES

The challenge with the content was to design the right programming mix to ensure the stores saw extended dwell time and retained core clients while attracting new shoppers, in addition to providing opportunities for advertising. There was a great deal of focus placed on achieving the right balance of entertainment, custom programming and advertising for the brand's savvy shoppers.

SOLUTIONS

PlayNetwork worked closely and collaboratively with key members of Genesco's in-store and marketing teams to maximize creative impact by creating broadcast-quality programming that struck the right balance of creative content and advertising based on Genesco's market demographics.

RESULTS

Genesco has been very pleased with the success of the programming and its impact on the company's bottom line. Genesco continues to seek out new opportunities with PlayNetwork as the one-stop company for their in-store creative and advertising needs. PlayNetwork has positioned itself with Genesco as an integrated brand partner, working closely on other marketing initiatives in entertainment media to further extend those efforts in-store and beyond the in-store experience.