

## CASE STUDY

### Intel® AIM Suite

Joint Research by Ontario Lottery and Gaming  
with RSG and Intel Reveals Digital Signage Insights



# How Intel® AIM Suite Optimizes Measurement & On-Premise Marketing

Ontario Lottery used Intel® AIM Suite to understand consumer behavior and optimize content, driving sharp increases in sales and conversion rates.



## CHALLENGES

- **Determine the effectiveness and ROI** of converting static signs to digital signs
- **Increase share of wallet** on entertainment items
- **Clarify the effectiveness** of loyalty programs and responsible gaming messages
- **Obtain new measures** for visitor counts, demographics and message viewing durations

## SOLUTIONS

- **Implement two Intel® AIM Suite-equipped digital signs** at two Ontario locations
- **Measure results** in phases against locations with print signage and no signage
- **Correlate Intel® AIM Suite analytics data** with sales data for advertised items
- **Increased restaurant sales by as much as 127%** on promoted items
- **Increased conversion rates by 10x** on giveaways items



## Ontario Lottery and Gaming

(OLG) runs charity casinos  
across the province of  
Ontario in Canada.

### Intel® AIM Suite Deployed At OLG Casinos

Insights driven directly from Intel's Audience Impression Metrics Suite (Intel AIM Suite) technology is helping Canada's largest lottery and gaming organization understand how to use digital signage and optimize content and positioning to drive direct business impacts.

A key goal was identifying measurable impacts of digital signage using Intel AIM Suite technology. In a five-month test involving four charity casinos operating under the umbrella of Ontario Lottery and Gaming Corporation (OLG), Intel AIM Suite revealed that digital signage was directly attributable to sales increases as high as 127% on restaurant items.

Intel AIM Suite insights revealed that people were just glancing at digital signs,

which prompted content revisions and a better highlighted call to action that resulted in a 10-fold increase in a casino gift giveaway.

Results across the three phases of the program showed that digital signage had significant impacts on sales and promotions. The data provided invaluable insights about how content is consumed in busy gaming environments and about the profile of the casino audience.

What started as tests at the food and beverage areas of the casinos became permanent installations after the testing was concluded.

### Background

OLG is an operating agency of the Government of Ontario in Canada that is responsible for the sales of lottery products and 19 gaming sites - such as charity



casinos - located throughout the province. More than 7,000 people work for OLG.

Between August and December of 2012, OLG worked with the Research Strategy Group, digital signage software vendor Capital Networks, AV integrator EdCom Multimedia Products, and Intel on a joint research project. The goal was to understand the effects of digital signage on non-gaming sales and offers in a casino environment. Working with Intel provided the added benefit of a partner that has been applying this measurement technology for many years.

The project was set up using an experimental design to compare venues with digital signage, venues with static signage, and venues with no signage. Conducted over three time periods, the project's stakeholders sought insights on the effect of digital signage at the casino venues in three areas:

- Free giveaways;
- Restaurant menu item sales; and
- Sign-ups for a loyalty program.

The Anonymous Viewer Analytics (AVA) data generated by Intel's Audience Impression Metrics Suite (Intel AIM Suite) was seen as critical to understanding the impacts of digital versus static signs, and for fine-tuning optimal screen positioning and the creative used on the digital displays.

### Research Objectives

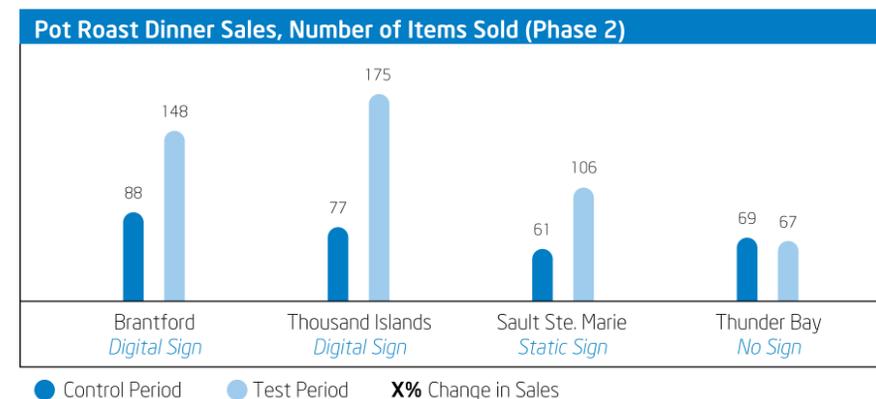
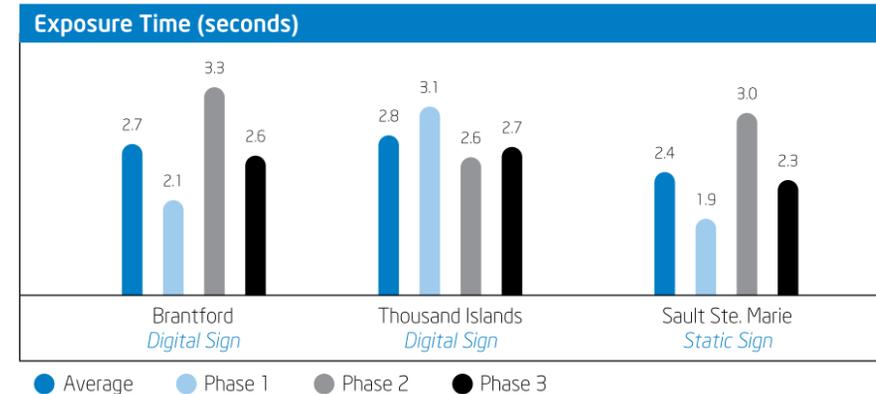
OLG's objectives in the project were to:

- Increase share of wallet with respect to entertainment dollars;
- Increase awareness of responsible gaming;
- Increase spend/traffic at select venues; and
- Understand its customer base demographics and build up the percentage of younger customers.

Intel used the project to:

- Assess age, gender, number of impressions, dwell times and related behaviors of signage viewers in the casino environment;

"What started as tests at the food and beverage areas of the casinos became permanent installations."



- Measure the impact of digital signage vs. static signage on purchase behavior in the restaurant and on the gaming floor; and
- Understand customer attitudes toward and perceptions of digital signage.

### Digital Drives Purchase

Digital messaging had a dramatic effect on sales of restaurant menu items. In each phase of the project, a different menu item was displayed, using its regular, non-promotional price.

The most dramatic increases came in the second phase, when the pot roast dinner

sales increased by 74% at the static sign location and 127% at a digital sign location (attributing some increase to the item itself and some to the digital sign). However, when the crab and lobster dip was promoted in the first phase, sales jumped 32%-40% at the digital screen sites, while there was no measurable change seen at the site with the static sign or the control site with no signage.

Curiously, a third phase of promotions produced a wide range of results, including a 6% drop in sales at one digital location but a 30% spike at the other.

### WHAT WAS DONE

The project involved four OLG casino sites: Brantford Casino, Thousand Islands Casino, Sault Ste. Marie Casino and Thunder Bay Casino. The sites were selected because they had similar game offerings (such as table games and slots), which meant the customer base would be similar.

A pair of digital screens were installed at each of the Brantford and Thousand Islands Casinos, with Intel AIM Suite sensors at the displays and the Intel AIM Suite measurement software installed on the media playback devices running Capital Networks' content management software.

A static sign (poster) was installed at the Sault Ste. Marie Casino, with another Intel AIM Suite sensor installed above the poster and tied back to a PC running Intel AIM Suite software, to also collect Anonymous Viewer Analytics data. The Thunder Bay Casino did not have any advertising, and was used as a control site (a baseline where nothing was changed).

On each digital screen, a reel with three ads was shown in a continuous loop. The three digital ads were for:

- Food & beverage restaurant items
- A Responsible Gaming promotion
- Winner's Circle Rewards (WCR) loyalty program

On the static signs, the three ads were shown side by side. The three static signs included ads for the same content as in the digital screens. The project was designed as a double-control trial.

The first control involved advertising content. The Sault Ste. Marie casino's static sign had the same advertising messages as the digital screens in Brantford and Thousand Islands, and the Thunder Bay Casino had no advertising displayed during the entirety of the study.

The second control was scheduling, with two weeks of promotion-specific messaging, with focused creative, followed by two weeks of generic, non-specific content. The scheduling cycle was done three times over five months, with the style of advertising refreshed each time.



### Attention Is Brief

Digital signage in these high traffic, high distraction environments is a “glance medium”. Average viewing times measured by Intel AIM Suite were in the range of 2 to 3.3 seconds, with 2.75 seconds the average for digital signs and 2.4 seconds for the static signs.

The results imply that content design is critical to effective messaging, with a need for very brief text and a key visual that can be absorbed very quickly. Creative design should take a cue from outdoor billboard advertising, that also has only the momentary attention of consumers.

“The conversion rate on viewer impressions went from less than 1% to 6.3%.”

Responsible Gambling Tote Bag Giveaways and Total Impressions			
		BRANTFORD	THOUSAND ISLANDS
Phase 1	Number of Impressions	3876	5463
	Number of Tote Bags Given Away	23	35
	Percentage of Total Impressions	0.6%	0.6%
Phase 2	Number of Impressions	2838	4464
	Number of Tote Bags Given Away	19	29
	Percentage of Total Impressions	0.7%	0.6%
Phase 3	Number of Impressions	5862	4454
	Number of Tote Bags Given Away	328	282
	Percentage of Total Impressions	5.6%	6.3%

### Strong Calls To Action Matter

Intel AIM Suite viewer analytics clearly showed viewing times were brief for promotions. In the first two phases of the research, the creative for a Responsible Gaming tote bag giveaway drove minimal results.

Intel AIM Suite’s insights showed that with average viewing times of less than three seconds, casino-goers did not have time to ingest and understand the giveaway offer. This was confirmed by the research team through one-to-one intercept interviews, with casino guests saying they never noticed the offer.

After the intercept interviews, the creative was adjusted to limit the text and use a much more pronounced, flashing visual on the digital screens that promoted the “Free Tote Bag” offer. The number of tote bags handed out skyrocketed in phase three, from low double-digits in the initial phases to over 300 after the changes. More importantly, the conversion rate on viewer impressions went from less than 1% to 6.3%.

### Complicated Programs Are Complicated to Market

The Winner’s Circle Rewards casino-goer loyalty program was promoted on the digital screens, and three phases of research showed no discernible pattern in the number of signups with digital signage or static signage.

The researchers concluded that signing up for loyalty programs is complex and presents a number of barriers to action, such as privacy concerns. Digital signage, particularly given the glance viewing patterns, did nothing to increase sign-ups.

### Project Conclusions

Careful planning, controlled research and multiple test phases led to some clear conclusions about the impact of digital signage in gaming and restaurant environments, and the value of anonymous viewer analytics insights.

#### The research team concluded that:

- Advertising items on a digital screen can dramatically boost sales;

- Strong calls to action have a pronounced effect on promotion conversion rates (a factor of 10 in the case of the give-aways);
- Digital screen positioning is extremely important for reaching the target audience and for collecting reliable data;
- Brief viewing times have implications for the creative design of content, notably that messages are effective when they can be absorbed at any point during viewing; and
- Digital advertising works best for easily understood promotions, and less so for products/services that require a more complicated thought process.

Research Strategy Group (RSG) has produced a white paper for Intel that fully explores the process, results and implications of the OLG test. To read it, visit [http://www.capitalnetworks.com/media/pdf/CapitalNetworks\\_OLG\\_Digital\\_Signage\\_Study.pdf](http://www.capitalnetworks.com/media/pdf/CapitalNetworks_OLG_Digital_Signage_Study.pdf)

SOLUTION PROVIDED BY:



### HOW INTEL AIM SUITE WAS APPLIED

The Anonymous Viewer Analytics (AVA) technology that is the foundation of the Intel AIM Suite provides a way to obtain detailed, cost-effective audience impression metrics.

A sensor attached to a digital sign sends data to face pattern detection software, which logs how many individuals view the sign and for how long. The technology can also segment viewers by age range and gender.

AVA is completely anonymous — no images or video are recorded, and no personally identifiable information is ever collected.

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