

Entourage Digital Destinations Contact
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IPG Media Lab Utilizes Entourage Digital Destinations Retail Solution to Innovate Path to Purchase Marketing

IPG Leverages Entourage's Advanced Tools for Digital Out-of-Home to Maximize Media Planning Efficiency for Advertisers and Marketers

(Los Angeles, CA) Interpublic Group has selected Entourage Digital Destinations as the software platform to power the retail displays at the Emerging Media Lab. These retail displays explore new ways to engage audiences with brands at the path to purchase. The Emerging Media Lab or Retail Experience Center provides innovative solutions for marketers that connect brands with audiences, examine purchase behaviors, and encourage advertisers to evolve their approaches to in-store display advertising.

The Entourage solution provides an end-to-end DOOH media planning toolbox that elevates audience discovery and produces targeted and cost-effective Digital OOH campaigns. Entourage is a platform that agencies find useful to execute meaningful campaigns through digital out-of-home and mobile, empowering the agencies to influence and control the cost of these media vehicles.

Entourage provides an opportunity for brands to enhance shopping experiences, communicate value propositions and amplify brand value messaging to increase sales through customer engagement and audience targeting. "We power any digital display with an easy to use web-based interface that brings content and advertising messaging to life with precision," says Steve Roberts, the CEO of Entourage Advertising.

Digital Destinations is an easy-to-use web-based platform that operates retail and location-based digital displays. The integrated suite has powerful features and intelligent marketing insight plug-ins—a mobile text to action platform and real-time audience measurement tools. Entourage is also enabled with next generation technologies like augmented reality and a robust audience targeting engine.

"The software at the lab needed to be flexible enough to push different kinds of content segments to various retail screens within the lab to deliver targeted and contextually relevant content at specific locations," says Sonya Rosas, the Digital Out-of-Home Strategist for the IPG Media Lab. Digital Destinations's ability to generate relevant content based on the retail location's products compliments the Lab's efforts to evolve retail marketing strategies and customer brand experiences.

Entourage compliments other technologies on display at the Media Lab with a mobile text-to-action platform that delivers point-to-point brand interactivity. Other technologies at the lab include a device that transforms the front window of a store into a giant touch screen. Instead of looking at a static mannequin, consumers can interact with the screen to select outfits for an avatar. Meanwhile, kiosks allow a customer to chat with a virtual sales associate who can provide advice on such topics as how to install a new flat-screen television. The Entourage Platform is currently deployed in over 100 locations in various verticals, serving hospitality, C-Store and Quick Service Restaurants, and Media Networks nationwide.