

# ENHANCE YOUR IN-STORE THEATRE WITH THE GASOLINA MEDIA CO.

Having an impactful retail theatre is key when it comes to driving visiting customers to purchase your products or services. With the challenging high street and economic environments not showing any sign of improving it is more important than ever that retailers with bricks and mortar stores stay on the pulse of what their customers want and do everything they can to stand out from the crowd!

The definition at the very core of the retail theatre concept is to provide an enhanced customer experience. Gone are the days of lining your store with aisles of stock and hoping for customers to wander in and fill their baskets with goods. Shoppers want to be wowed and entertained... even if it's just for the few short minutes, they are there for. In the fast-moving world of retail, it is important to get ahead of your competitors. The whole concept of retail theatre is to promote customer engagement and increase footfall, and no retailer can turn around and say they don't want any of that!

Creating that extra bit of sparkle of excitement to entice customers through your doors, is now more important than ever before.

So how can Gasolina help? Customers want to visit 'destination stores', which go above and beyond. Nothing quiet says above and beyond like a 8' retro inspired Gasolina digital advertising display, custom painted to perfectly suit your brands look and your chosen locations design vibes. When all advertising screens tend to look the same, the Gasolina advertising system has been designed to create maximum visual impact and instore wow factor.... We don't stand out, we SHOUT OUT!

Starting from as little as £599pm, Our theatrical displays system are hugely versatile and are designed to sweat your floorspace whilst driving the maximum ROI possible.

**84%**

of UK retailers believe digital signage creates significant brand awareness

**70%**

Digital video's reaches of the general public

OVER  
**60%**

Of buying decisions are made at the Point of Sale

**31.8%**

Digital Signage adds an upswing in overall sales volume by

