



# The Top 5 Ways to Extend Your Brand with a Retail Kiosk

Featured Article Written for RetailCustomerExperience.com - **January 13, 2011**

**For most companies**, functionality is usually more important than branding when they decide to implement a kiosk. But take note... **The magnificent power of kiosk branding** should not be overlooked! In fact, retailers should keep branding front and center as they strategize their kiosk project goals and objectives.



Companies should realize that kiosks provide golden opportunities – kiosks can make it next-to-impossible for consumers to forget a brand. That's because kiosks can be equipped with a wide variety of items that make people take notice.

Following are the Top 5 Ways for retailers to extend their brand and grow their business with a kiosk...

## 1. Visual Stimulation

If implemented correctly, kiosks can be impossible to miss, just like the huge signs and billboards on the Las Vegas Strip. Companies don't have to go overboard though. The desired effects can be achieved by employing some colorful, flashy images on the display. **To make a bigger splash, try a dual-screen kiosk** that presents nothing but advertising information on a separate screen, above the display.

## 2. Interactivity

Companies can engage their current and potential customers simply by integrating a touch screen and keyboard on their kiosk. Different user applications might include: **printing coupons, signing up for newsletters, registering for contests, playing games, utilizing customer-reward programs and numerous others.**

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## 3. Audio

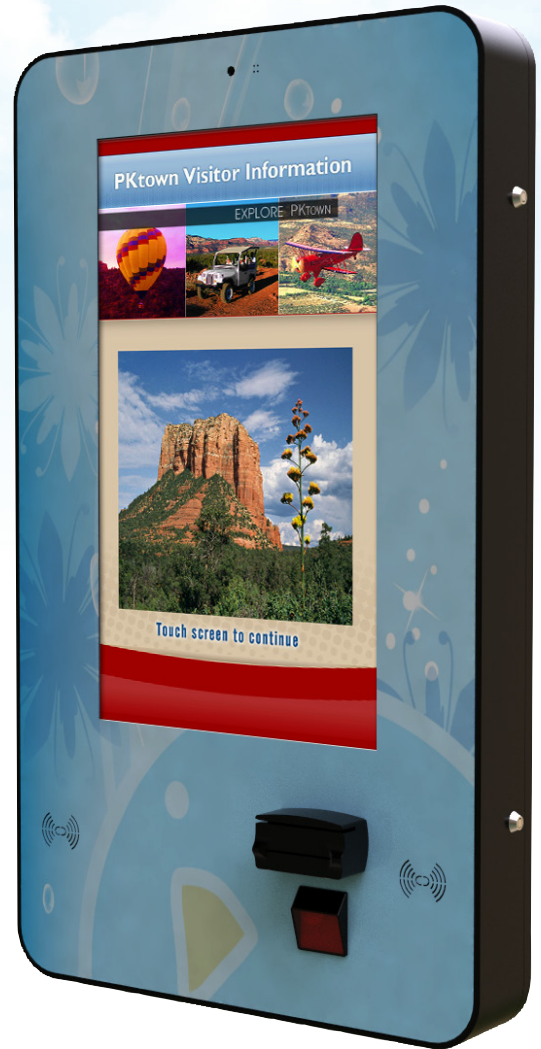
Many retailers have a recognizable jingle, and if not, they can create an inviting audio experience that entices consumers to approach a kiosk. **Music is one way to go, and many retailers also incorporate a corporate voice on their kiosks.** The options are basically endless when it comes to creating cool interactive software applications that include audio.

## 4. Educational Information

Once someone is successfully engaged by a kiosk, they are guaranteed to walk away knowing more about your company and your products than ever before. A kiosk is a valuable tool that can compel consumers to absorb specific information, and then take action. **Think of a kiosk as another salesperson that pitches your products in a much more compelling way** – a way that utilizes a consumer's senses, and therefore reinforces their ability to remember their kiosk experience.

## 5. Branding the Actual Kiosk

Last, but not least, the design of any kiosk can be customized to bolster a company's brand. Most kiosk companies provide a range of kiosk colors. **Phoenix Kiosk, for example, offers more than 100 colors** of standard powder coating. And, custom mixes can also be created to match any color on the pantone chart. Companies that invest in a kiosk are wise to follow through with a unit that reinforces their company brand. Consistent messaging leads to only good things.



## SUMMARY

**Kiosks are a powerful branding boon. By their very nature, kiosks are pieces of technology that can provide a welcoming, memorable user experience on many different levels. Kiosks provide sensory experiences that people are inclined not to forget. The interactive software applications are endless; it's just a matter of determining how a kiosk can provide the maximum benefit for your company.**

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