



Wishes come true. The customer decides on the product range at Migros.



150 clicks and the product is in the shop.

ELECTRONIC WISHING TREE

MIGROS AARE TESTS EUROPEAN INNOVATION AND WINS TWO AWARDS

The Migros Aare Wishing Tree, which customers can use to type in their product wishes, has won the coveted "Digital Signage Best Practice Award 2012" in the "Retail Signage" category and the „POP! D-A-CH Digital Award 2013“.

The jury's judgement on screenFOOD AG's Migros Wishing Tree stated that the concept, technology and design had fulfilled the demands made on the project with distinction.

The digital wishing tree is aimed at solving a concrete problem – people buying elsewhere because of certain articles not being available. The Wishing Tree is precedent-setting in terms of consumer relationship management. The opportunities to help determine the product range strengthen customer dialogue and bring a genuine innovation to high-street retail. This form of customer dialogue was chosen because wishing trees are known in many cultures: people hang their wishes on notes onto the branches of the tree in the hope that

their wishes will grow up to the heavens along with the tree and come true.

Customers can either vote for products that are already available in Migros's existing product range at the touch screen terminal for the fresh produce area at the supermarket or request new products they would like to see available at the branch in question. The missing articles that have been selected appear on the screen on a ranking list that customers can use whenever they are shopping to view the latest status. In order to avoid individual customers generating false results, anyone interested must first register with their personal customer card. The terminal has so far been used successfully in nine branches. The most named – or rather most missed – products to date have subsequently found their way onto the retailers' shelves.

Equipped with screenFOOD® CS and the INTERACTIVE MODE/VRS add-on module, the touch screen can be used easily and quickly by the customer. A card scanner has been installed at the terminal in order to authorise customers. It reads the customer card and releases the system for customers to enter their wishes. The

application via the interactive display has been adapted to the iPad format, which enables jerk-free scrolling, typing and finger-touch scrolling. An ergonomics study was commissioned specially for the manufacture of the touch screen steel for the electronic wishing tree, and this was considered in the development of the terminal.

The project was realised by screenFOOD AG and Migros. Consultation, conception, steel design and project management were the responsibility of screenFOOD. Westform were responsible for the implementation and installation of the terminals.

The Digital Signage Best Practice Award is viewed by many as the most valuable prize for digital signage projects in Europe. In addition to multinational groups such as Deutsche Lufthansa AG, Deutsche Telekom AG, Coca Cola UK and Audi AG, screenFOOD also won the award in 2007 with another convincing concept. This means that screenFOOD AG have already been able to take this coveted award back to Switzerland twice, in the Retail Signage category.

