

## GRANDI STAZIONI: GRAND ANALYSIS FOR A GRAND PUBLIC

### Context

Grandi Stazioni SpA, founded in 1998, is a member company of the Italy Railways Group (Ferrovie dello Stato). It manages the digital network advertising and in-store media in 14 of the largest railroad stations in Italy, making it one of the top digital signage networks in the country.

Dialogica, founded in 1996, is an Italian retail and media innovation consulting firm that focuses on optimizing brand performance by evaluating audience and sales data to discover trends and insights for brands and advertisers alike.



### Challenge

Grandi Stazioni sought to collect data on all of their digital signage totems across their train stations. Because of Grandi Stazioni's broad reach and market scrutiny, their data collection and analysis had to be very accurate and provide practical insights that could help guide advertising campaigns. Grandi Stazioni was also looking to develop innovative ways to monetize their screens with the top agencies and world brands, which involved developing audience metrics that would put their network in the same class as the top TV broadcast channels.

### Solution

A joint solution combining the resources and expertise of Quividi, BroadSign (a leading CMS solution), and Dialogica provided the insight sought by Grandi Stazioni. Quividi's software, VidiReports which has been mounted on many screens run by Grandi Stazioni and is being gradually deployed on each remaining screen run by Grandi Stazioni. The video sensor through which VidiReports measures the audience, is concealed into the screen frame, which in several stations had to be hand painted in faux marble to fit nicely with the historical premises. The anonymous audience and traffic data is collected and sent to VidiCenter, Quividi's datacenter, which demonstrates global volume and trends.

Simultaneously, the proof of play reports, enhanced with audience data, are uploaded into BroadSign's own back-office and make it possible to know the audience for *each* campaign played.

On its side, Dialogica created a methodology that involved analyzing the travelers' path through the stations, in order to estimate the number of screens viewed by person. It also teamed up with GfK Italy, which provides a complete lifestyle study of visitors of those stations. Using a proprietary methodology, Dialogica developed ratios and indices to gauge the attention, attractiveness, and relevance of each screen, and provide standard media metrics such as frequency, reach and GPR, down to each single campaign.

### The Benefits

With the analysis of Quividi data compiled by Dialogica, Grandi Stazioni learned important information about its large public. It received a unique understanding of its audience size, its behavior and its evolution. Grandi Stazioni can optimize campaign targeting and clearly demonstrate their real impact to its advertisers. Typical of internet and television advertisements, this type of in-depth consumer research and metrics is unprecedented in the Digital Out Of Home market, giving Grandi Stazioni a clear competitive advantage.

### More Info

Grandi Stazioni: [www.grandistazioni.it](http://www.grandistazioni.it)

Dialogica: [www.dialogica.it](http://www.dialogica.it)

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