

Video Can Be Used In So Many Ways!

Retail

- Revenue: Run a paid, manufacturer-provided video for a hot new product that is now available to purchase
Internal: Reminders to staff about upcoming store promotions
External: Communicate special deals to customers, advertise upcoming sales and discount days



Office Buildings

- Revenue: Charge an advertising fee to run a tentant promotion with a nearby business
Internal: Notification of building maintenance, emergency systems testing, etc.
External: Tell patrons about an upcoming charity drive and encourage them to participate

Restaurants

- Revenue: Sell ad space to a local sports arena to advertise upcoming events
Internal: Inform employees about an upcoming health inspection with reminders of proper safety
External: Inform customers of holiday closures, display weekly specials to encourage repeat business

Hotels

- Revenue: Sell ad space to a nearby spa to encourage guests to use their services
Internal: Remind staff about an upcoming promotion in the hotel restaurant so they remember to tell guests
External: A "Pardon our Dust" message to inform guests of construction/service closures within the hotel

Healthcare

- Revenue: Sell advertising space to pharmaceutical companies to promote new drugs
Internal: Display a calendar of upcoming staff meetings
External: New service opening, encourage patrons to participate in an upcoming blood drive

Education

- Revenue: Paid placements for local stores and restaurants
Internal: Inform staff members of an upcoming PTO night
External: Promote student performances and sports events

Stadiums

- Revenue: Sell product placements or co-op dispensers with national brands and service providers
Internal: Reinforce staff policy changes and keep them top-of-mind with employees
External: Promote upcoming events, discounts for season ticket holders, special promo nights (ex. bobblehead)

Casinos

- Revenue: Run paid advertising spots for food and beverage brands being sold within the casino
Internal: Notification of an employee 401k meeting
External: Advertise shows available within the casino

Houses of Worship

- Revenue: Encourage parishioners to donate to help support a new expansion project
Internal: Solicit volunteers for a fundraiser
External: Communicate schedule of holiday masses

Movie Theaters

- Revenue: Co-op dispensers with major snack brands or sell ad space for product placements
Internal: Remind staff to upsell premium products
External: Promote concessions, advertise a special kids movie night with discounts for children and parents