

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