

Pro Display X Shopper Media

How Samsung helped build a new big player in the Australian media landscape

“We’re the fastest growing out of home company in Australia both in terms of our display inventory, but also in terms of our revenue.”

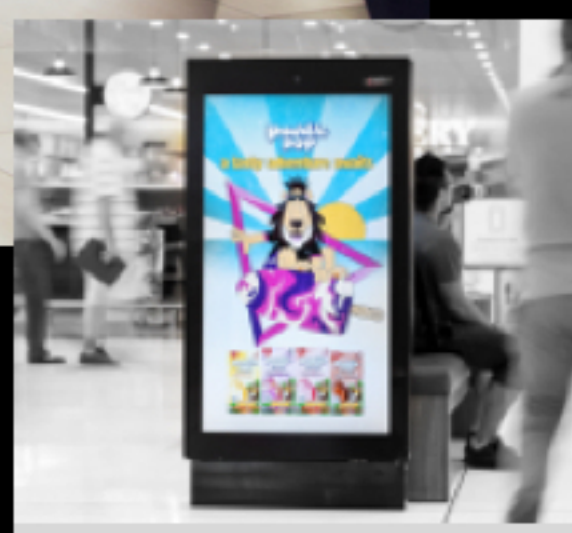
— Ben Walker, CEO Shopper Media

The project

Founded five years ago, Shopper Media had ambitious targets to become Australia’s fastest growing digital outdoor advertising network. They set out to connect brands with shoppers in grocery and retail environments through the largest network of digital signage. Today they’ve managed to become one of the key players in the programmatic media landscape.

“To deliver this extensive screen network, we found ourselves weighing up between price, service levels and reliability. We were lucky to quickly discover that Samsung always delivered the best mix of these three measures.”

— Ben Walker, CEO Shopper Media



The business challenge

Shopper Media’s initial business challenge was to expand their network to new sites quickly, without having to focus energy and resources on maintaining or repairing screens in centres across the country. They needed to find a display partner that would help reduce this risk.

“We initially would have issues with screens going down with other suppliers. And that’s true for any out of home company. So we aimed to reduce it to as little as possible. And now, which is quite unusual for us as an industry standard, our network of screens has a plus 99% uptime. And I put a large part of that down to our screen network being majority Samsung.”

— Ben Walker, CEO Shopper Media

The Samsung Pro Display team worked closely with Shopper Media as a dedicated business partner who could not only supply market leading technology, but also work closely to understand their business challenges to provide the best solutions.

The Samsung solution

“Their team is highly responsive. I don't think I've ever had to have a return phone call. They're also very proactive, always coming to us with new and innovative solutions. Samsung are in our office every other week to understand if they're delivering what we need.”

— Ben Walker, CEO Shopper Media

When it came to a solution that fits the technology requirements of Shopper Media, the Pro Display team delivered on features such as image quality, brightness and anti-glare screen technology. The Samsung displays also integrate into a centralised software controlled management centre# where anything from content scheduling, screen brightness or even temperature can be monitored, diagnosed and adjusted remotely from head office to any site around the country.. This investment in technology meant less technicians were needed in the field, a significant cost saver.

Premium and high performing technology often attracts the assumption of a higher price tag. But by establishing a long-term working relationship to better understand a business's long term goals, Pro Display are able to offer highly competitive solutions, which in this case, offers Shopper Media continued support as they expand their footprint, as what Walker says has helped “Set ourselves up as the company that's ready to trade out-of-home into the future. We've partnered with Samsung for four years now, and have really enjoyed the partnership, we believe their screens are best in market. We believe their service levels are the best in the country.”



The result

Just five years after establishing Shopper Media, the company has experienced exponential growth.

“I nearly fell off my chair when I found out that after just a few short years of trading we'd achieved the highest revenue growth, in terms of raw dollars, for an offline media company in Australia. The only two media companies that had higher revenue growth than us were Google and Facebook.”

— Ben Walker, CEO Shopper Media

And even at the end of 2020, a particularly difficult year for the Outdoor media sector, being hit with a 55% decline, Shopper Media is in the fortunate position to see an additional 10% of growth Year on Year. As of today, they now reach over 12.7 million Australians across more than 400 shopping centres; only a true business partnership like this has helped the Samsung Pro Display team build its widest reaching solution to date.

