

Ghirardelli Square Goes Digital with Outdoor Advertising

Client Summary:

Ghirardelli Square is a landmark located in San Francisco, CA with shops and restaurants in the Fisherman's Wharf area. A portion of the area is listed on the National Register of Historic Places as Pioneer Woolen Mills and D. Ghirardelli Company.

As part of an extensive renovation, Ghirardelli Square chose Internet Connectivity Group, Inc. as the platform for their first installation of interactive digital media systems. A combination of digital displays and interactive applications has been installed throughout the plaza where new shops and restaurants are located. New restaurants will be in the Mustard Building along with the Fairmont Heritage Place.

As a leader in interactive digital media solutions, I.C.G. developed applications for Ghirardelli Square that promote interactivity to draw crowds, build product awareness, enhance the customer experience and deliver an engaging brand image. In addition, I.C.G. keeps customers updated with real-time content such as, sports scores, daily and weekly specials, entertainment and information on upcoming events.

Part of Ghirardelli's success could be attributed to its wide demographic: including families, younger adults, visitors from around the world and always a popular choice among locals.



Project Objectives:

With the help of Internet Connectivity Group, Inc., Ghirardelli Square delivers an interactive experience for visitors of all ages. Shops and restaurants throughout the plaza are armed with digital displays provided by I.C.G.

The overall business goal was to deliver the greatest possible value to their partners, increase sponsorship opportunities, and enhance social interaction utilizing I.C.G.'s interactive applications (*ICtweedia™*, *ICview™* and *ICpromo™*). *ICpromo™* eliminates the costly expense of print advertising and enables the Ghirardelli Square organization to increase brand exposure for them and other respective partners.



Ghirardelli Square also looked for a solution that could be; managed remotely, showing content relevant to customers, patrons and their partners, creating a more interactive on-site or in-store experience, speed up the time to communicate, deliver more effective advertising, and generate additional revenue. In addition, it was critical to obtain a solution that would build communities of followers increasing patron reach and the ability to measure ROI effectively

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Solution Deployment:

I.C.G. responded to Ghirardelli's requests with a fully integrated solution composed of its ICMedia™ content and content management software. Installations included four 42" LCD outdoor display panels, displaying captivating and dynamic engaging solutions (ICtweedia™, ICview™, ICpromo™,) wrapped with real-time sports scores (ICwidgets™) promotional content, short form entertainment (e.g. sitcoms, news stories, updates, advertisements, news, and weather updates). Due to the outdoor nature of Ghirardelli Square, it was critical to have an installation able to withstand the elements in San Francisco. Outdoor versions of the MobileMedia System™ and ViFi Adapter® that are waterproof, airtight, crack proof, dustproof, and designed to withstand extremes of cold and heat, were installed. In short, manufactured to handle any and all elements.



Utilizing ICpromo™, Ghirardelli Square advertises products, regional events, and services inside and outside the plaza, such as local wineries, hotels, restaurant specials, etc. In addition, the patio areas are equipped with high definition LCDs mounted throughout shops and restaurant patios. Installations include 42" digital outdoor displays mounted securely onto brick surfaces. The LCDs are mounted 20 ft. above several dining patios. In total, I.C.G.'s deployment at Ghirardelli Square consisted of four high definition LCD panels, each equipped with a secure ViFi Adapter®, receiving tweets, texts, and photos from patrons, over-laid with sponsor logos, sports scores, and promotions. Content is delivered wirelessly from I.C.G.'s MobileMedia System™.

People are easily able to send tweets, text, and photos utilizing the web and handheld devices combined with social networking applications (Twitter, Facebook, etc.). Tweets were sent to @gsquaresf and photos to gsquaresf@ICview.net where ICMedia's™ content servers capture and filter the message, repackage it for display, and send it to the MobileMedia System™/ViFi Adapter® for immediate viewing.

I.C.G.'s Interactive Social Networking applications enable the Ghirardelli organization to access core marketing data that provides the tools necessary to obtain real-time market trends. Each time patrons engage with I.C.G.'s social networking applications, I.C.G. captures User ID Profile information (email address, phone numbers, Twitter/Facebook account, etc.) for marketing purposes. This data is then accessible via the ICMedia™ web application anytime, anywhere building captive communities with visitors, patrons, customers, and others.

Operating wirelessly, the I.C.G. solution connects to the internet through its ICMedia™ wireless broadband service which simplified equipment positioning, installation, and alleviated the need for any external connectivity service and wiring. The wireless transmission of ICpromo™, ICtweedia™ and ICview™ content from the MobileMedia System™ to the ViFi Adapter® is done via 802.11n protocol that features Proco Solutions® Technology to compress, encode, and encrypt the content, maximizing its visual quality and minimizing chances of any electrical or radio "noise" interference.

The on-site deployment process began with a site-survey where the potential positioning of the MobileMedia Systems™ and ViFi Adapters® were assessed for optimizing 3G signal strength, reduced reflectivity and overall WiFi connectivity and security of the devices.

Solution Summary:

Ghirardelli's ability to provide their patrons and customers the latest in digital display and social media interaction was critical. This goal was achieved by integrating I.C.G.'s wireless infrastructure with ICMedia's™ software and ICtweedia™, ICview™, ICpromo™ and ICwidgets™ applications. The solutions engage customers to participate on-site and witness real-time content displayed outdoors. Working within the scheduling parameters set forth by Ghirardelli Square would be extremely difficult for any other firm to execute, given the time and outdoor constraints. The goal was easily achieved due to the completely wireless nature of I.C.G.'s digital media solution.

I.C.G. solutions are used in food & beverage, retail, entertainment, sports arenas, health, government, transportation, education, payment terminals and other industries. For more information about I.C.G.'s Wireless Digital Media Solutions, please contact: **I.C.G. Sales – RetailSales@icginfo.com – 949.916.5781**

