

Adspace launches 'Trend Alert' messages on mall DOOH screens

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Mall shoppers will now be exposed to messages about the latest fashion trends in malls equipped with Adspace's Digital Mall Network. "Trend Alert" is a newly launched editorial content from Adspace.

Resembling a page out of a fashion magazine, the new program showcasing the trends of the season is created by Adspace's personal shoppers in the editorial department. The first trend highlighted by "Trend Alert" is the return of plaid. Included in this round up are selections from American Eagle, Wet Seal and Forever21. The content will be featured in 15-second spots on the network's 1,400 smart screens in more than 100 malls nationwide during the month of October.

Warren Christopher, editorial director, Adspace Networks, said the new content from Adspace is providing a unique way to engage shoppers:

In addition to Today's Top Ten and Essentials, 'Trend Alert' is yet another way Adspace offers unique editorial content in order to maximize the shopping experience and engage shoppers with our smart screens. With our personal shoppers identifying the 'it' items, we are able to bring the latest fashion trends directly to more than 100 million consumers at the point-of-purchase each month.

A recent Adspace study among 1,000 mall visitors showed that 90 percent of shoppers felt the mall was a place where it's "fun to see what's new." That statement ranked No. 1 among a long list of mall shopping benefits.

William Ketcham, executive vice president, chief marketing officer of Adspace Networks, says the content is consumer-focused:

We are extremely consumer focused in our programming strategy, and we conduct in-depth research periodically among a panel of 1,000 mall shoppers to understand their emotional connection with our content. Our most recent content study identified the new 'Trend Alert' programming as a big opportunity to add value to the viewing experience.