



Verified Open Insight for
Consumer Enlightenment



Influencer & User Generated Content is Taking over Digital Marketing



Percentage of brands leveraging influencer marketing as part of their marketing strategy.



Percent of consumers were inspired to use a new product or brand they would have not considered because of their favorite influencer.



Percent of US consumers who find user-generated content to have the most impact on their purchase decisions, according to TurnTo Network.

However, the majority of retailers aren't taking advantage of user generated content within store walls. Brands tend to stick with their "core" brand assets for visuals displayed inside the store.



The Solution

Verified

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Combining brand with user generated content adds authenticity to your brand while creating personally relevant guest experiences.

CORE BRAND ASSETS

Your existing in-store display materials define the guest experience.

USER & INFLUENCER GENERATED INSIGHTS

Content from people your customer trusts compliments the branded content experience.



Your Team to Guide the Proper Execution

Industry Weapon has spent years helping leading retailers create winning communications programs. This Audience Engagement Framework cuts through in-store distractions to get critical communications in front of your audience with no additional administrative effort.

The Framework is core to how VOICE creates personally relevant guest experiences.





How We Deliver

Contact an Account Manager for more information.



1.800.800.0014

www.connection.com/industryweapon

Using digital signage displays, retailers have the opportunity to connect their core brand messaging with user generated/influencer content. Our simple platform allows marketers to curate unique experiences

