



Your reliable partner for P.O.S. Multimedia and Digital Signage

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## POS promotions: Promote bargains and gifts now!

Now is the time for concentrated POS media power: Black Friday and Christmas are just around the corner – and this means the biggest and most lucrative weeks of the year for retailers. Their success is based primarily on two factors that work for consumers: a rational desire for bargains and an emotional desire to make presents. And how do you convert these two buying desires into concrete sales? Through targeted infotainment directly at the POS. With the innovative, x-times successfully tested Permaplay POS media.

After all, in the overstimulated world of shopping, optimal communication at the POS plays a crucial role. A message on the shelves has only a few seconds to catch the consumer's eye. This is the unanimous conclusion of numerous studies. But to be successful at the POS in this short time frame, you need a clear and eye-catching call to action (CTA) in the form of a POS medium.

For example, in these weeks, the focus is on “saving” or “gifting”. Permaplay's digital displays provide the perfect platform for presenting dynamic and effective content. If you ensure that CTAs on POS media are clear, eye-catching and relevant, your POS communication will reach its full potential. And Black Friday and the Christmas season will generate the desired and necessary additional sales in the upcoming hot phase in retail.

