



Case Study Body Shop

The New Zealand franchise for global brand 'The Body Shop®' accounts for 28 of the 3000 stores worldwide. The Body Shop® New Zealand is a fully New Zealand owned company owned by Barrie Thomas. Barrie was part of the team that opened the first New Zealand store on Lambton Quay in Wellington in 1989.

The concept of The Body Shop® is using beauty and business as a force for good, electing to use the finest, ethically sourced ingredients to create a range of naturally-inspired beauty products.

THE BODY SHOP®

The Body Shop® NZ Franchise Transforms its Retail Experience with Digital Signage

The costs of high resolution screens, along with the implementation and operating costs just never stacked up – until they met with CodeBlue.

The Challenge

The New Zealand franchise for The Body Shop® global brand operates 28 stores around the country. Early in 2017, plans for a new store at Queensgate Lower Hutt sparked a review of The Body Shop's® digital signage strategy. The fit-out plans for the new store were based on the latest designs from The Body Shop® overseas and required digital signage as a key element in the fit-out design.

Rob Taylor, Operations Manager at The Body Shop® New Zealand, went out to tender for the best digital display solutions, approaching a number of local companies. "We had a very strong response with a number of vendors who obviously saw our 28 stores as a major opportunity," Rob Taylor recalls. "We had some insane quotes which really didn't

make sense. And we had a great looking proposal from CodeBlue."

He says the key point of difference to CodeBlue's proposal was their combination of Samsung screens with the Samsung Magic management software. "The potential to run Samsung Magic on our Amazon AWS cloud environment, managing all the digital signage across all our stores, was the breakthrough we'd been looking for."

"We went back to CodeBlue and said great but we need a pilot site with half a dozen screens, all Wi-Fi capable and compatible with the Magic Server cloud management software."

"CodeBlue stepped up, and for a fixed price they agreed to supply and set up the system for our new

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Queensgate store as a proof of concept. The solution required each screen to be networked into a single and scalable Amazon cloud server running Magic Info. This would allow us to test a proof of concept where the digital signage could be controlled and managed across multiple stores from a single point - with no computer expertise required at all by store staff."

"The last thing we wanted was a set up where in-store staff were managing each screen as a discrete PC. This was seriously proposed by competing tenders, but is absolutely not the way we wanted to go".

The Solution

After selecting CodeBlue for the pilot, Taylor was concerned that he might have missed hidden costs, or that the concept of managing multiple screens via the cloud from a single point was too good to be true. "But it worked as promised right out the box. The cloud server immediately talked to the screens. Magic. This is what we were always looking for."

"CodeBlue's proof of concept won them the business for all our 28 stores. We'll extend the solution

out over our stores likely as we update the fit outs."

Rob Taylor emphasised that the cost of the CodeBlue digital signage solution is about the same as the Body Shop's® previous colour print signage costs. But he says the digital signage decision is strategic to delivering a more immersive and engaging in-store customer experience.

"Worldwide, The Body Shop® has always been a retail innovator - among the first to champion social responsibility and environmental values in sourcing ingredients, and among the first to adopt an integrated vision of how customers could engage consistently with the brand both online and instore. The move to digital signage is strategic to that vision," Rob Taylor said.

"We are delighted with the outcome," Rob Taylor said.

"CodeBlue won our digital signage business because they came up with a technology solution that made business sense. Then they stepped up to a fixed price proof of concept, which worked brilliantly. They were easier to deal with than competitors, friendly and helpful and quick to respond"

**Rob Taylor, Operations Manager,
The Body Shop® New Zealand.**

