the four elements of
DIGITAL

provided by **element**

Digital Elements are a synergy of all the digital bits that allow you to distribute information consistently across multiple channels. The advantage and benefits of using digital elements are increased brand awareness, consumer acquisition, cross selling ratios and consumer loyalty.

Digital elements provide a quicker, on-site message delivery system to target our audience. We can launch products/services almost instantly, getting to market ahead of competitors.

These elements also provide easy access to information about products and services, which help influence the decision making process and keep consumers updated with relevant information.

Digital Signage
Market on a clean digital interface.

Touch Display
Create interactive digital content.

Managed Wifi
Easily grow customer data.

Hive
Create community connections.

Digital Signage

Digital displays add a modern touch to any space, while giving you the versatility to control and update marketing campaigns as often as you like.

BENEFITS

- Push marketing promotional strategy
- Easy to use, maintain and scale
- Dynamic updates via social media and RSS feeds
- Custom scheduling options
- Variety of screen display options to suit your space
- Presentation options

Touch Display

Invite your customers to directly engage with tangible, interactive marketing on touch screen displays.

BENEFITS

- Collect user analytics
- Modern environments
- Paperless environments
- Employee alerts
- Community connection
- Self service / Advisor assistance

Managed Wifi

When connected to your Wi-Fi network, guests will be redirected to your portal, where they may log-in with an email address or Facebook account before gaining access to the Internet.

BENEFITS

- Dynamic visual engagement
- Unique in branch delivery
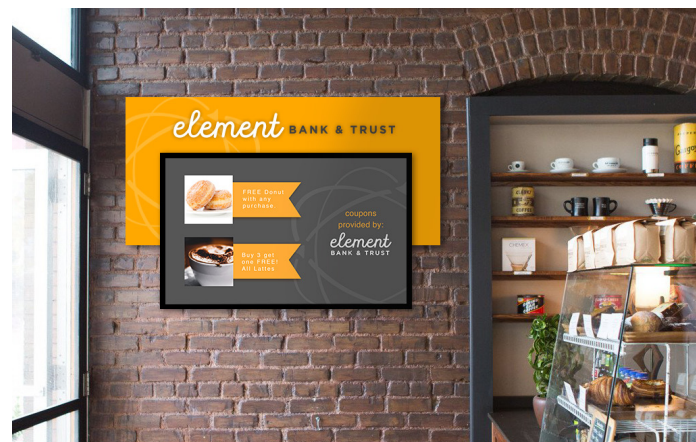- Provide a deeper consumer experience

Hive

Feature digital screens in local businesses in your town and extend the brand to the community.

BENEFITS

- Control the narrative
- Meet people where they are on a daily basis
- Deliver the unexpected
- Build small business connections
- Drive traffic to the branch

element

TOUCHPOINTS

In-Store

Branch

Headquarters

Hive

ATM