A new interactive touchscreen vending machine allows consumers to connect with brands as well as buy.

Melbourne-based Powder Room Interactive Media has re-imagined the vending machine for today's screen and social media obsessed consumers. The Powder Room “touchscreen portal” is an interactive touchscreen vending machine which allows consumers to “chat” with brands as well as buy or sample their products. The digital kiosks feature 32, 40 or 50-inch high definition LCD touchscreens with software that allows video, audio, displays of point of sale and product content, as well as allowing “tap and go” credit card or cash transactions. Powder Room Media also offers a 22-inch interactive LCD “digital poster” for interactive advertising.

The high-tech vending machines are currently installed in more than 300 restroom locations around Australian airports, reaching a total audience of around 10 million visitors a month. The company hopes to begin rolling out the displays in shopping malls and other venues in Australia, followed by other locations around the world. Several large, fast moving consumer goods brands have already signed on to use the displays as a tool to help them connect with customers. The screen can allow brands to customize their campaigns to the time of day and different geographical locations, as well as provide opportunities to test creative advertising campaigns and price variations for entire venues or single restrooms.

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Takeaway:
According to the company, the interactive digital displays will allow brands to develop a more targeted connection with consumers – by placing advertising and sales where and when consumers are most receptive. They could, for example, advertise feminine hygiene products or toothpaste at the exact moment (in the restroom) when these products are foremost in consumers’ minds. Advertisers are always on the lookout for new ways to reach consumers, whether it is on public transport, the side of bicycles or on luggage. What other locations might offer opportunities for tailoring advertising to consumers’ immediate needs?