

Intelligent In-Store Digital Destination Solution Welcomes Customers to McCormick's* 'World of Flavors' Store

Interactive digital signage enables brand engagement.

Most consumers think of McCormick* and Co. for herbs and spices, but there's much more to the McCormick brand story.

The solution deployed at McCormick's branded retail destination, 'McCormick World of Flavors,' tells the McCormick flavor leadership story by creating entertaining digital engagement and shopping experiences that customers love.

Educational and fun digital destinations developed by 5th Screen Digital Services* allow customers to learn about and sample the McCormick brand in exciting new ways. The in-store digital destinations run on touch-enabled HP* digital signage displays and HP TouchSmart* All-in-One PCs based on Intel® architecture. All of the hardware is remotely monitored and managed by 5th Screen Digital Services using Intel® Active Management Technology (Intel® AMT) to ensure uninterrupted service.

The digital destinations involve and entertain customers in five different ways:

- 'FlavorPrint' lets customers discover their unique flavor profiles.
- 'Guess that Spice' provides immersive interactive scent experiences.
- 'Flavor Explorer' asks questions and makes learning fun for consumers.
- Five videos tell the story of 'Flavors in the Making'.
- The Chefs demo area engages the consumer in a cooking experience.



Telling the brand story

Customer engagement begins with telling stories. The 'World of Flavors' destination tells the history of global flavors through widely known McCormick brands including Lawry's*, OLD BAY* and Zatarain's* (U.S.), Vahiné* (France) and Billy Bee* (Canada).

'FlavorPrint' is an interactive flavor profile game that asks customers about their favorite meals. The digital destination analyzes the responses and provides the consumer with a whimsical name like 'Coco Loco' or 'Flavor over Friends' as their FlavorPrint name. The destination creates an opportunity for the consumer to receive e-mailed recipes that appeal to their taste profile.

'Guess That Spice' is an interactive digital destination game that lets customers experience McCormick products through sight and scent. Based on their performance, customers can receive a discount coupon for McCormick products. The application earned the 2012 Digital Screenmedia Association Gold Award for excellence in digital out-of-home content.

Popular with customers

According to McCormick, more than 70 percent of customers entering the World of Flavors store have interacted with at least one digital destination, with half discovering their 'FlavorPrint' and a third playing 'Guess that Spice.'

In addition to HP and 5th Screen Digital Services, the design and development team for McCormick's 'World of Flavors' includes Scent Air*, JGB Architects* and EEI Global*.

Learn more

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