

The Ultimate Attraction via Digital Signage

Written by Bob Snyder
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The only better promotion for retail would be if they could hang a full-length mirror down the full side of the Empire State Building...

This New York retailer drives buyers into the store by offering outside a giant display of the customer's photo in a very public place in a very powerful display.

OK, it's over the top. But customers are lovin' it.

Clothing retailer American Eagle Outfitters opened a 25,000-square-foot flagship in New York's Times Square with a "15 Seconds of Fame" as an attraction.



Visual elements inside this store (such as 15-foot ceilings and a 13-foot video wall) pale compared to the outdoor where a 25-floor tall display hangs above the storefront in domination. That screen appeals to one of the great human motivations for social networks: how to make ones' self "famous."

(Tellingly, you notice they call it **You**Tube not WeTube or UsTube, don't they?)

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Inspired by the famous tourist location, the retailer added its customer experience called **"15 Seconds of Fame."**

After making a purchase, customers are invited to pose in a mini photo studio. Just moments later, the customer's photo is projected onto 15,000 square feet of LED screens outside the store. Content runs on the screens 18 hours a day (and in the Big Apple, there's always someone there to see it).

Watch [15 Seconds of Fame](#)