Conquest Staging Australia partners with StratosMedia for memorable and measurable retailing experience

Conquest Staging choose StratosMedia's advanced kiosk capability to drive their innovative interactive stages across Australia

With a background in the automotive industry for over 30 years, representing major brands, Conquest Staging founder, Tristan Kurz, witnessed first-hand the sharp decline in visits to showrooms by the car buying public as customers' pre-purchase behaviour changed.

"We believe that physical retail is now at the precipice of a new chapter where brands will help fill their sales funnels with fresh opportunities by creating high-impact, short-term retail activations in high-traffic areas.
We recognized the need to take our product direct to our customers in a friendly and customer driven interactive experience, the requirement to capture in real time, deep visitor analytics and importantly in this age of COVID the ability for the customer to take away the full kiosk experience on their mobile phone without having to download an app or use a touch screen. The uptake on this aspect has been fantastic."
Tristan Kurz, CEO, Conquest Staging Australia

Each Conquest stage is equipped with two Discovery Stations. Conquest Staging employed leading Australian CMS company StratosMedia to deliver a dynamic and interactive experience that allows shoppers to engage with either the Discovery Station at the centre or, by scanning a QR code, to take the full experience with them on their smart device for interaction anytime.
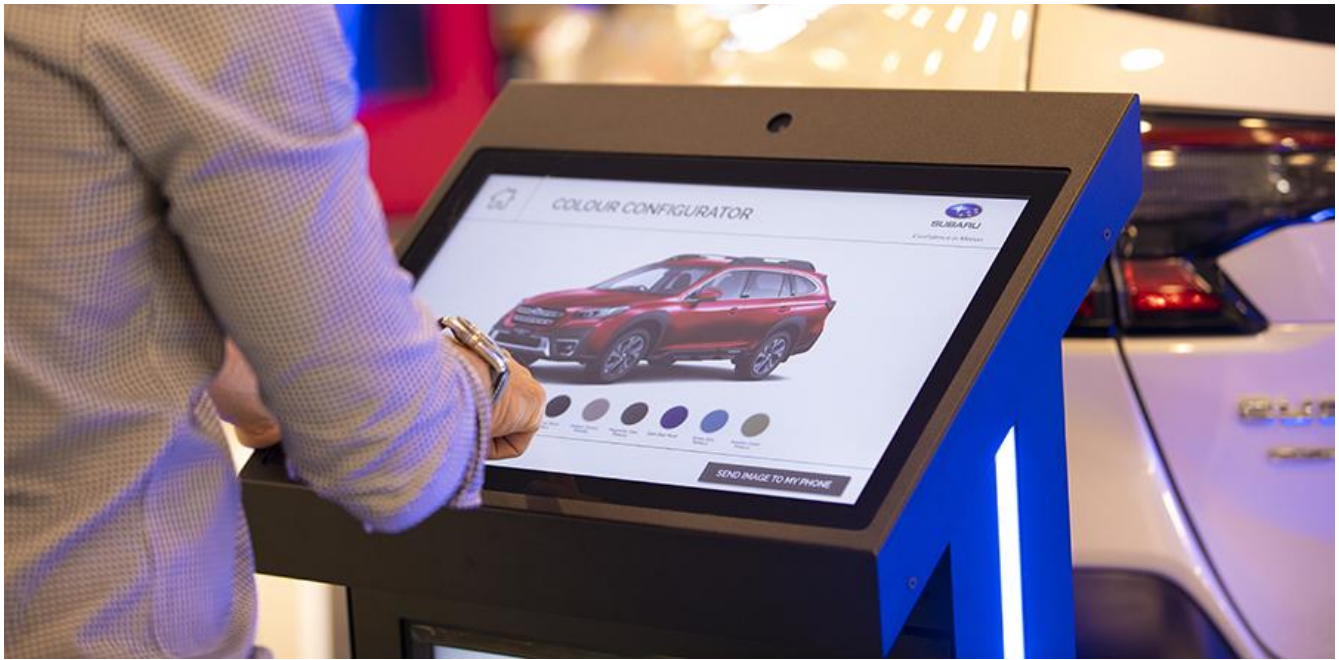
Visitors can discover targeted information on the most asked top-of-funnel questions and have a range of features at their fingertips. They can book a test drive at their home or dealership, have content sent to their mobiles as an SMS or MMS, use the Car Configurator to change the colour of the vehicle to the exact manufacturer's colour code and much more. StratosMedia's reporting capability means each time a shopper requests information, a trackable lead is generated for the participating dealer.

"We totally embrace Tristan's vision for creating modern and memorable retail experiences. Our StratosMedia platform is used to create and deliver a dynamic and interactive experience to drive customer engagement that can transition seamlessly from kiosk to mobile. Advanced analytics reporting then captures the customer journey, leads generated, and extremely detailed audience analytics using Computer Vision providing tangible ROI for every activation."
Brian Hammett, CEO, StratosMedia

"We are proud to be the first in the world to use the ASUS Fanless ChromeBox hardware and to have partnered with StratosMedia, Google and Design to Production to deliver an enormously powerful product."
Tristan Kurz

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