



Digital Out Of Home & Digital Signage Orientation, Strategy & Development Workshops

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a quick summary about us

⊙ Imperative Group

- ⊙ Imperative is an independent network development and marketing communications agency for the digital out of home and digital signage markets operating across Europe, the Middle East and North America
- ⊙ Imperative uses the combined skills of its management team and 11 expert associates and consulting partners to help retailers, landlords, marketers and technologists understand the commercial opportunities digital signage delivers to their business and where necessary, helps them develop and deliver programs to the point of rollout
- ⊙ We are technology, method and process agnostic
- ⊙ Imperative is located in London and was founded in 2008 by Chris Heap, an 11 year veteran of digital marketing in retail and out of home environments
- ⊙ Clients in the UK, Europe, Scandinavia and the USA including Scala, Sony, Thomson PRN, POPAdigital, St Ives PLC, Telenor, Screen Events, BTiNet, St John Patrick and ROI Team

⊙ Members of:

- ⊙ POPAI (UK & Ireland)
- ⊙ POPAdigital Working Group (UK)
- ⊙ POPAI Advocacy Committee (USA)
- ⊙ OVAB Europe (for which Chris Heap is Chair of the Retail Advisory Board)



the proposition

- © Imperative has identified a need for a one day classroom style interactive workshop that provides a structured orientation to Digital Out Of Home Media and sets the context of Digital Signage within that media marketplace
- © The workshop is designed to guide participants (internal stakeholders and end user prospects) through the history, concepts, uses, deployments, best practise, content strategies, viewer benefits and organisational requirements to provide a grounding as part of a typical market assessment process
- © Participants will have a better understanding of the way in which digital signage works, the value it offers viewers & users and the host organisation, the importance of setting KPIs, screen placement, content and media strategies and an appreciation of how these networks work from a usability, delivery and management perspective
- © It is a marketing & media workshop rather than a technical tour de force



bridging the knowledge gap

The DOOH Market

Vendors, creative's,
integrators, technologists,
solution providers



Workshops

'Bridges the gap' between end
user requirements for
independent & experienced
knowledge & advice

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Provides DOOH Market
businesses with additional pre-
sales products & services,
transfers knowledge, educates
the customer and generates a
working brief

End users (inc VARs, integrators, associations and solution providers)

Accelerates education, &
diligence processes, and
generates a marketing &
commercial starting point
specific to their interests



orientation overview

- ◎ A standard one day workshop is split into two halves:
 1. The first will provide attendees with a structured orientation into digital signage network history, concepts, uses, deployments, best practice, content and key organisational processes, facilitated by an interactive presentation



strategy and network development

2. Using shared subject matter knowledge from the first half, the second half will ask participants to examine the business or organisation in question and assess specific needs (or wants) relating to the use, form, function, deployment and management of a digital signage network within their organisation
 - © Specifically the second half will help end users refine plans and provides an opportunity for concept testing prior to commissioning or commencing additional technical, marketing or production activity



outcomes & deliverables

© The outcome of this workshop is two fold:

- 1. Transfer of IP & knowledge:** Participants will have a better understanding of the way in which digital signage works, the value it offers to their organisation & viewers, the importance of a content strategy & editorial policy and an appreciation of how these systems work from a usability and management perspective
- 2. Develop and/or validate plans:** The workshop will also generate a draft brief which will help inform the form, function and specification of a network and supplementary services that would be required to meet the stakeholder's needs and desires. This brief will enable parties to better specify a network development programme and operational elements that is specified for purpose (not under or over specified), designed & commercialised to reflect the organisations short, medium and long term requirements



helping customers engage

- ⊙ As an independent, Imperative can provide participants with an impartial view on the media and respond to questions without prejudice, which has been welcomed by end users (who are normally sold “a vendors view”)
- ⊙ Imperative has a deep and vested interest in promoting the DOOH and digital signage industry but this evangelism is tempered with knowledge as practitioners of best practice
- ⊙ Clients can use the workshop process to help them at the pre-sales stage, when an end user customer is identified but decisions have yet to be made on engagement or how best to deploy across their business or marketing channels
- ⊙ This approach means participants can take comfort that the information is impartial & accurate and that they can test ideas with Imperative in the context of the work being a business development *enabler*



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