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# Digital Media Network Development Blueprint (NDB)

product summary

Produced by the Imperative Group:  
Independent digital out of home  
development, go to market  
and execution specialists

## DIGITAL MEDIA NETWORK DEVELOPMENT BLUEPRINT

accelerating and optimising early stage thinking for people who want to assess digital place based media

### product summary



#### Benefit

The NDB process optimises the early stage planning and development phase by assessing the value and contribution a digital media network will offer both experientially and commercially.

Independent expert advice provides a sound basis for further decision making and project development quickly and cost effectively.

#### Why specify an NDB?

1. Helps develop and evaluate media, content and marketing strategies.
2. Provides expert digital network design and development guidance.
3. Clarifies quickest and most effective routes to market.
4. Delivers a development action plan.

#### Who should specify an NDB?

An NDB is relevant to anyone looking to develop a digital media network to engage customers or staff in retail stores or malls, corporate headquarters, hotels and stadia, leisure venues or at the roadside.

Typical NDB specifiers would include retailers, landlords, corporations, media agencies, investors, telecommunications & technical service businesses plus hardware & software providers.

#### What is included?

#### A Digital Media Network Development Blueprint programme includes:

1. Pre workshop telephone briefing and agenda creation.
2. A full day interactive workshop with independent experts.
3. Development of an executive management report (*the blueprint*).

#### How the solution works

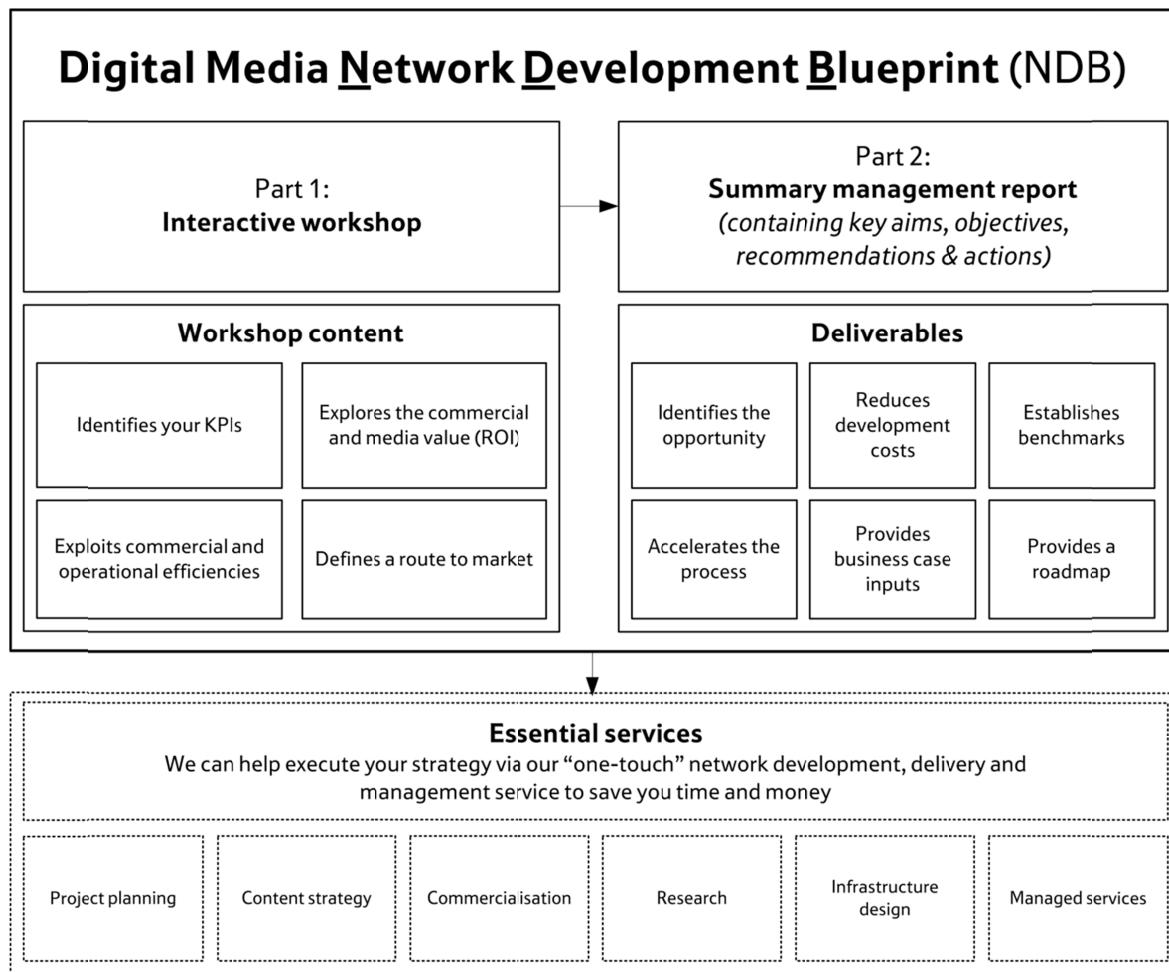
The programme uses a comprehensive methodology to build a digital media strategy and roadmap as well as identifying a clear action plan for implementation.

**Part one** consists of a one day workshop between your key stakeholders and our independent experts to enable you to **identify** the network's key performance criteria, internal requirements and external partners; **explore** the media, marketing and operational value your network could deliver; **exploit** the commercial opportunity and operational efficiencies and **define** an efficient route to market.

**Part two** provides a summary management report containing key aims, objectives, KPI's, recommendations, actions and deliverables from part one to support an internal business case.



## Process summary



### Key benefits

**Identifies the opportunity:** identifies where brand or operational value can be extracted and communicated to customers and staff via digital media.

**Reduces development costs:** subject matter experts provide knowledge and experience to build an implementation plan based on best practice to avoid costly pitfalls.

**Commercially driven:** prioritises commercial deliverables first (*what it needs to do*), and recognises technology as an enabler of the strategy (*how it is done*).

**Establishes benchmarks:** compares performance indicators for similar networks to develop appropriate measures for business modelling and planning.

**Accelerates the process:** provides a focused, accelerated approach to develop a workable implementation strategy that has clear business stakeholder ownership and engagement.

**Provides the business case inputs:** the management report provides the tools required for disseminating and communicating the approach to internal stakeholders clearly and simply.



## Service

**Deeper-dive:** following adoption of the NDB, a series of additional management and execution modules can be undertaken spanning the entire network development process:

1. **Project planning:** a one-touch project planning and execution service from pilot to rollout.
2. **Content strategy:** the form, function, look and feel of the physical offering is critical to the impact and performance of a digital media network. We help develop content to engage and optimise response.
3. **Commercialisation:** we evaluate and validate the value of media and/or air time sales, if appropriate.
4. **Research:** we develop a proof of concept pilot or field-research to test and refine the offering to validate its commercial contribution.
5. **Infrastructure design:** the technical equipment, software, processes and operational services required.
6. **Managed services:** the implementation and ongoing management of onsite and centralised infrastructure as a full service solution.

## Timescales

Approximately 4 weeks from briefing to blueprint handover depending on exact specification.

## Pricing

A standard NDB starts at 5,000 GBP or local equivalent

Prices are brief and scope dependent.

Prices exclude local sales tax, travel and other associated costs. Please see terms and conditions for further information here: [www.imperativegroup.com/terms.htm](http://www.imperativegroup.com/terms.htm)

Please contact us via [enquiries@imperativegroup.com](mailto:enquiries@imperativegroup.com) if you would like further information or a quotation.



## About the Imperative Group

The Imperative Group (*Imperative*) are independent digital out of home development, communication and execution specialists.

We are a 'pure-play' agency with a specific focus on developing, delivering and promoting digital media networks and associated products & services that engage people when they're out of the home travelling, working, shopping and relaxing.

Imperative draws on many years of practical experience gained specifically in retail & out of home media networks relating to network development, network operations, project management and insight management.

To maintain our independence, Imperative is completely technology, process and vendor agnostic, enabling us to offer high quality value to our customers. This value is based on a cocktail of primary knowledge, experience, connections, method and approach gained from working within relevant & specific areas of retail, marketing, communications, broadcast television and technology sectors in Europe, North America and Asia-Pacific territories. The group itself comprises a core team plus subject matter experts located in these regions.

This experience has been applied to a wide range of retail and out of home media network brands in the UK, US and Continental Europe including Beyond Digital Systems, BP, BTiNET, Cable & Wireless, Jewson, Kroger, Dynamax Technologies, Harris Broadcasting, Meteor Mobile Communications (*part of Eire Telecom*), Minicom Digital Signage, POPAldigital (*UK & Ireland*), Premier Retail Networks (*Thomson PRN*), ROI Team, Safeway, Scala, Screenmedia Expo, Shaws, Shell, Sony Professional, Tesco and Telenor.

Imperative is a member of the Point of Purchase Advertising International (*POPAI*) association (*UK & Ireland*), is an active member on POPAldigital's management forum for digital media and contributes to the POPAI US Advocacy committee.

[www.imperativegroup.com](http://www.imperativegroup.com)

