

## Scala reappoints the Imperative Group to power its PR initiatives throughout EMEA

*In order to maintain and develop its position as the world's leading connected signage company, Scala has re-engaged the Imperative Group to provide public relations and press services to support its business across Europe, the Middle East, Africa & India.*

**London, UK, 13<sup>th</sup> July, 2009** — The Imperative Group (Imperative), an independent digital out of home development & communications agency, today announces its has been reappointed to provide public relations and press services to Scala across the EMEA region. Scala is the leading provider of end-to-end digital signage & advertising management solutions and services.

With the global Digital Out Of Home marketplace rapidly evolving in terms of its appreciating value as a communications medium and in terms of the frequency by which new products and services are being introduced, Scala recognised that as part of a package of measures designed to maintain its market leading position, Scala needed to ensure its messages and those of its partners reached specifiers and decision makers effectively and regularly.

Scala, who has been at the forefront of developing Digital Signage solutions for over 20 years, has a long track record of innovation and working with Imperative, agreed on a programme to jointly develop a marketing communications and PR approach that placed Scala's partners and clients at the heart of the message, where the substance and value of the offerings could be evidenced by the physical networks created by its partners.

Over the last six months, Imperative has worked closely with Scala's Certified Partners to identify, develop and deliver press and marketing messages that are feature and value rich, based on real examples of cutting edge deployments across a number of countries and sectors. To date this year, this approach has created front page news in the marketing press for key partners including Monopoly Media in Romania; The Life Channel, Pixel Inspiration and Alphameric in the UK; Dismart in Russia; AS Video in Spain, Hulskamp & Troades in The Netherlands and DDS Poland to name but a few.

These digital signage network initiatives range from metro stations & airports to supermarkets, retail outlets, banks, betting shops, malls & doctors surgeries across the European continent and across many different marketing applications that Scala can power, be that screen media, interactivity, aroma and lighting.

“Our partners are not just our customers, they are the people who help us improve and innovate our products and services to better match our end-users' needs. By providing Imperative with a mandate to work closely with our partners, we've been able to generate excellent PR for all parties and in doing so have also been able to develop our partner relationships and share some of the most innovative and successful digital Out Of Home deployments across Europe back to the marketplace. I'm delighted with the effect this has had to date and look forward to building on this success in the coming months” commented Oscar Elizaga, VP EMEA, Scala.

Imperative's working practises with Scala's partners is collaborative, whereupon Imperative seeks out and evaluates the work undertaken by Scala's partners. By using their direct experience in the Digital Out Of Home marketplace, Imperative assesses areas of strength and value with each partner from which meaningful, detailed and value-rich marketing communications can be created conveying a clear, concise story that is feature & benefit led, written in plain English and accessible to everyone.

“Scala is not just connected by virtue of its digital service offering but by the depth and breadth of its partner base. I remain continually impressed by the quality, depth and range of initiatives its partners are successfully generating for their clients using Scala. This not only provides a wealth of marketing value to Scala and its partners but provides detailed, innovative and valuable information for the market to benefit from. I am delighted that we've been able to contribute to this programme thus far and that we will continue to do so for the foreseeable future” said Chris Heap, Managing Director, Imperative Group.



## Notes to Editors

### About Imperative

The Imperative Group (Imperative) helps retailers, landlords, media and technical businesses connect, develop, innovate, deliver and communicate their digital retail & out of home media ideas in order to deliver competitive advantage.

The value we add is based on a cocktail of primary knowledge, connections, method and approach drawn from over 11 years of practical experience. We provide a broad range of competencies fine tuned to the needs of the retail and out of home media markets, including new product development & proof of concept, project management, marketing & press relations, insight management and business development.

These competencies relate directly to experience gained from working with retail and out of home media owners, operators and practitioners in the UK and U.S including BP, Pret, The Mall Corporation, Tesco, Shell, Jewson, Kroger, Safeway, Shaws, Scala (EMEA), Premier Retail Networks (Thomson PRN), BT, Sony Professional Solutions Europe and POPAdigital (UK & Ireland). The Imperative Group is a member of POPAdigital and representatives of the business sit on the management committee for POPAdigital UK and on the Advocacy Steering Group in the U.S. More information available at [www.imperativegroup.com](http://www.imperativegroup.com)

### About Scala

Scala is a leading global provider of digital signage and advertising management solutions and services. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks, and the first unified platform for advertising management of both traditional and digital signage networks. The company's solutions are used in retail, education, entertainment, government and other industries for diverse applications such as retail advertising networks, corporate communications (employee TV), traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising, interactive kiosks, etc. Scala pioneered the digital signage industry and today drives over 200,000 screens worldwide; more screens than all competitors combined. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, ECE Flatmedia, Turkish Telecom, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others. Scala is headquartered near Philadelphia, USA and has subsidiaries in Canada, Netherlands, France, Norway, Japan and also over 450 partners in more than 60 countries. More information is available at [www.scala.com](http://www.scala.com)

#### Imperative Contact:

**Chris Heap**  
Managing Director  
Imperative Group

[chris.heap@imperativegroup.com](mailto:chris.heap@imperativegroup.com)  
[www.imperativegroup.com](http://www.imperativegroup.com)

#### Scala Contact:

**Oscar L. Elizaga**  
Vice President, EMEA  
Scala

[oscar.elizaga@scala.com](mailto:oscar.elizaga@scala.com)  
[www.scala.com](http://www.scala.com)

