

the **imperative** group, independent contributors to the digital out of home media sector launch in the UK

London, UK. April 21st 2008: The Imperative Group, an independent provider of new product development, project management and insight-related services to the retail, media, technology and out of home media sectors launched today.

The Imperative Group has been formed to provide a wide range of critical and complementary business development services to out of home media owners (private television, signage and radio networks), suppliers and technology providers looking to develop new or existing business through the use of highly experienced, relevant & skilled outsourced resources offered by the Imperative Group.

The Imperative Group has been structured into four key sub-brands, each of which provide skills and competencies focused on a specific process that makes up the 'ideas to implementation' approach offered by the group, which can be accessed in whole or in-part by clients depending upon needs, timescales and budgets.

These processes include early stage conceptualisation (**thinking**), early-stage NPD and pilot realisation (**delivery**), development of new or existing out of home media business (**doing**) and measuring/verifying progress for results to be re-invested for future development (**insight**).

The Group draws on over 10 years of practical experience gained specifically in retail & out of home media networks (inc radio and digital screen media), directly related to a wide variety of key competencies including new product development, project management, marketing, press relations, insight management and business development.

To date, the Group's considerable experience has been gained through working for retail and out of home providers/network owners including Sainsbury's, Viacom (Now CBS Outdoor), Mood Media, Butcher & Gundersen, Applied Television, How and Why and the CAN Media Group (which includes StoreCast Media, Innov8 Solutions and The Life Channel).

This experience has then been applied on their behalf to a wide range of retail and out of home media network brands in the UK and US including BPtv, Pret, The Mall Corporation, Tesco TV, Shell, Jewson TV, Kroger, Safeway and Shaws.

Commenting on the launch, Chris Heap, Imperative Group's Managing Director said, "I am delighted to be part of the development of this bright, colourful and ideas-rich company. The Imperative Group's aim is to add value to new or existing ventures and pursue the successful delivery of any clients' commercial imperative by drawing on our extensive experience and applying for the benefit of our clients. We are committed to standing by our approach, recommendations and work in the pursuit of delivering a successful outcome each and every time.



© The Imperative Group Ltd 2008

imperativegroup.com



Given our longer-term view, the Imperative Group is not positioned as a traditional consultancy service; we want to develop long term business with our partners and as such are committed to working alongside our clients for as long as it takes to get the job done successfully, regardless of what point along the development process we join."

Clients can tap into the Imperative Group in a number of ways depending on the immediate needs - or imperatives - of a clients' business, so whether the need is ad-hoc, short or long-term, single task or recurring over a few days or a few months, the Imperative Group can offer working flexibilities regardless of task size or completion timescales.

ends.

Notes to editors

The Imperative Group is a UK limited company wholly owned and operated by its management. The Imperative Group does not have any investors outside of the management team and as such is operationally and financially independent.

In terms of its business to business clients, the Imperative Group's skill sets and competencies are specifically relevant to the following types of businesses whether end users or suppliers. If your publication or channel engages with any of those listed below, the Imperative Group can offer a specific and relevant service and would be delighted to write a sector specific release if so required.

a signage / TV / radio network owner / operator	a high street retail / service brand	a B2C or B2B brand	an owner of commercial stores or venues
an operator of transport facilities	an in-store marketing / POP agency	responsible for community-based venues	a media estate owner / operator
an entrepreneur or venture capitalist	an advertising or media planning agency	an infrastructure provider	a broadcast or telecoms provider
a content provider	a screen, kiosk or IAP manufacturer	a content management systems provider	a systems integrator

Contact

For all press and commercial enquiries, please contact Chris Heap

tel: +44(0)771 2897236
email: chris.heap@imperativegroup.com
web: imperativegroup.com
skype: chris.heap (UK/London)

