

the imperative group to work with POPAI digital to develop an introductory guide and certified e-learning course for the digital retail media sector

London, UK. May 12th 2008: The Imperative Group, an independent provider of new product development, project management and insight-related services to the retail, media, technology and digital out of home media sectors is to develop a new introductory guide on digital retail media and certified e-learning course for existing and new POPAI members.

The Imperative Group will research and write on behalf of POPAI digital the introductory publication entitled **"A guide to Digital Media in Retail"** which will offer a step by step up-to-date overview of the UK digital media industry in the retail sector. Written for financiers, providers, customers, end users and new entrants, the publication will comprise of a mix of grounded theory, best practice, practical guidance and market developments.

The Imperative Group will also devise & develop a POPAI digital accredited **introductory e-course** based around the guide to Digital Media in Retail, consisting of a variety of topic-specific modules that users' can work through in succession remotely, with successful completion of the course leading to users receiving POPAI digital accreditation that will be supported by POPAI and provide holders with evidential knowledge through the scheme.

Publication of the much anticipated guide to Digital Media in Retail is planned for late summer 2008 with the digital retail media e-course scheme available through POPAI digital late summer/early autumn 2008.



Upon announcement, Jason Cremins, Head of POPAI digital said, "POPAI digital have a firm commitment to provide to its members and the market the best possible information, properly analysed in a commercial context to help them make better business decisions. The right level of intelligence, thoughtfully interpreted into meaningful and helpful insight will help our members businesses grow. Coupled with the e-learning course to follow, I believe we're on the right road to proving yet more usable, credible information from which our members can benefit. As such, we're delighted to be using the Imperative Group to conduct this work and to be leveraging their experience and know-how for the benefit of POPAI digital and its members."

Chris Heap, Managing Director of the Imperative Group added, "POPAI digital are one very few bodies in the digital retail media space independent of financiers, vendors and other entities with commercial agenda's. As the Imperative Group also enjoys independent status, this makes both organizations ideally suited to working together. We are delighted to have been approached to develop the Digital Media in Retail paper and the resulting e-learning course. I hope that many existing and new members benefit from this work, both in terms of the knowledge they will gain and in the real value the accreditation scheme will bring to participants from a commercial perspective."

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Notes to editors

About the imperative group

The Imperative Group provides a wide range of critical and complementary business development services to out of home media owners, suppliers and technology providers looking to develop new or existing business.

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.

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.

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