

## Northern & Shell rebranding party enhanced by stylish HD Freestanding Digital Posters.

### Background:

Northern & Shell are a British publishing and television group. Established in 1974 Northern & Shell publishes the Daily Express and Daily Star newspapers as well as OK! and New! magazines. Last year they acquired Channel 5 along with all of its sister channels which resulted in a rebranding party to bring all of these giant brands into the Northern & Shell Network.

### Requirements:

They required four 46" HD Freestanding Digital Posters to display recent covers from their newspaper and magazine publications along with new versions of all the logos. They wanted to display an image including all the new logos to display until 13:00 then switch to a rolling slide show of their publication covers. The content itself required some final manipulation; this was done at no extra cost. The units needed to be delivered and installed and were given full technical support while the event was taking place. Once the event had concluded the units were promptly removed without any hassle.

### Solution:

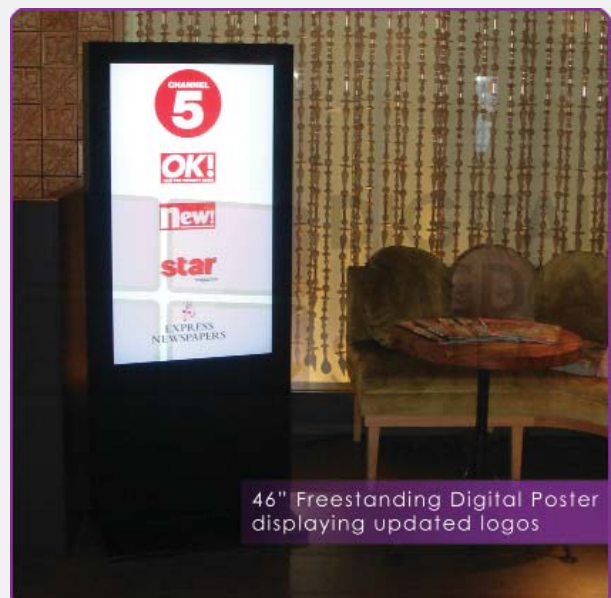
Sleek and elegant design of the HD Freestanding Digital Posters matched the modern feel of the Central London venue. The portrait orientation of the striking HD Freestanding Digital Posters was ideal for showcasing their publication covers as well as the brand new versions of their logos. Our technicians used simple scheduling software to arrange the content as the client requested.

### Outcome:

With a fast response and quick turnaround expectations of both the products and service were exceeded.



46" Freestanding Digital Poster displaying publication covers



46" Freestanding Digital Poster displaying updated logos