

## CASE STUDY– Isle of Man Advertising



*I'm confident that this will be a good investment. It is considerably better than the previous system in terms of profitability. It's so much quicker, so much more flexible, much higher quality ... it's just so much better!*

- Philip Summerscales, Chairman, Isle of Man Advertising & PR

### Company Profile

Established over 20 years ago, Isle of Man Advertising & PR provides complete advertising and public relations services, including website design and development, for some of the biggest companies on the Isle of Man, and beyond.

Isle of Man Advertising & PR are the exclusive agents for advertising in the airport and sea terminal on the island - with combined traffic of 1.5 million people per year.

### An Ideal Site for Digital Signage

Early on, Isle of Man Advertising's Chairman Philip Summerscales saw the potential benefits of digital signage to capture the attention of the large numbers of people passing through the island's airport. About eight years ago, they invested in two digital signage screens, to offer their clients a unique and dynamic advertising medium.

Unfortunately, the system they employed at the time was fraught with difficulties. The quality of the images was relatively low, the software was rigid and not user-friendly and, even more worryingly, the screens and the dual PCs driving them were unreliable.

These problems made it particularly difficult to attract advertisers and to retain existing clients. From a cost-effectiveness standpoint, the digital signage was just about paying for itself, and certainly not generating new revenue as intended.

'Whenever clients would see one of the sites down, they'd become more reluctant to advertise on them,' says Summerscales. 'I was beginning to think the whole thing was useless.'

Then came the last straw. When one of the screens broke down completely, they decided to re-think the whole concept of digital signage in the airport.

'For us, reliability was the key,' Summerscales says, 'We needed a system that would work *all* of the time, or there just wasn't any point.'

## **Enter Radiant Europe**

After thoroughly researching products and suppliers of digital signage, Isle of Man Advertising chose Radiant Europe's Eurosign product. They chose Radiant partly because of Radiant's rapid and professional response in offering a solution, but mostly because the solution offered – two 42" Eurosigns – was demonstrably reliable, and fully integrated including built-in media players and Ryarc's user-friendly and highly flexible CampaignManager software.

Summerscales was particularly pleased that the integrated system meant there was no cabling to contend with. 'Before,' he says, 'there was loads of cabling, which was prone to problems and reduced quality. The quality of the new Eurosign screens is excellent.'

He was also impressed with CampaignManager's ability to provide a news feed of BBC headlines continuously flashing across the screen. This not only serves to capture an audience's attention ('Everyone looks at news flashes,' he says, 'it's a great selling point.') but he also points out that having the BBC News associated with the screens provides a kind of 'subliminal endorsement' of the quality of the product.

His customers, too, appreciate this feature, but they are even more attracted to the flexibility of the software. Given the Isle of Man's unique jurisdiction, a large number of companies on the island – and thus a large number of Isle of Man Advertising's clients – are financial institutions, operating in a rapidly-changing environment.

'For instance, if a bank is offering a 6.9% bond that suddenly changes, it's so easy to make the change almost instantly,' says Summerscales. 'Our customers really appreciate that.'

## **Business Benefits**

Whereas the old system was barely breaking even, the Eurosign solution is already proving to be profitable for Isle of Man Advertising, and Summerscales is confident that the financial benefits will continue to increase over time.

Many of their previous customers were dissatisfied – for good reason – with the earlier system, so Isle of Man Advertising offered them three months free with Eurosign. Thus, they have not only been able to retain customers they might otherwise have lost, but they have also increased advertisers on the system by over 40%.

'I'm confident,' says Summerscales, 'that this will be a good investment. It is considerably better than the previous system in terms of profitability. It's so much quicker, so much more flexible, much higher quality ... it's just so much better!'

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**Radiant Europe** provides enabling technology for the implementation of Digital Media Networks. Our focus is multimedia digital signage and information displays. Our product is Eurosign, a range of high impact integrated digital signage displays. Eurosign sets new standards in performance and value and features the power of CampaignManager digital signage software by Ryarc Media Systems. Each Eurosign features a high brightness HD display, an embedded Windows XP platform, sophisticated media player and readily connects to any choice of network architecture