

CORE MARKETING, BIRMINGHAM

Background

Core Marketing, a strategic partner of Allsee Technologies, is actively involved in shaping Birmingham's modern landscape through its association with the £1.2 billion Paradise Project - a transformative initiative aimed at rejuvenating central Birmingham. As part of this iconic redevelopment, Core Marketing is considering the installation of digital signage and canvases at the upcoming 3 Chamberlain Square. To better understand the value of digital canvases in enhancing workspace aesthetics and functionality, Core Marketing decided to deploy a Vieunite Pro digital canvas at the management office at 2 Chamberlain Square. This pilot installation served as a showcase for the potential impact of digital displays within a professional office environment.

CHALLENGES

In their 2 Chamberlain Square CBRE management office, Core Marketing aimed to elevate their workspace environment, making it both visually engaging and functional. They wanted a solution that would allow them to display a rotating selection of art and corporate messaging, effectively blending creativity with internal communication. The goal was to introduce a media solution that would resonate with employees, create a visually inspiring environment, and serve as a talking point for clients and visitors. Additionally, the team sought a portable, low-maintenance setup that would seamlessly adapt to various office needs.

SOLUTIONS

Vieunite Pro digital canvas perfectly met Core Marketing's needs, providing a unique business media solution that was both versatile and impactful. Positioned on an easel, the canvas showcased a blend of art and internal messaging, capturing the attention of staff and visitors alike. The Textura's high-resolution, full HD display brought vibrant visuals into the workspace, creating a dynamic and inviting atmosphere. Core Marketing staff were captivated by the display's quality and functionality, finding it a refreshing addition to their office environment. The combination of modern design and practical media capabilities aligned well with Core Marketing's vision for a digitally transformed office space.

IMPLEMENTATION

The installation process was seamless and straightforward. By positioning the Vieunite Pro digital canvas on an easel, Core Marketing created a flexible display that could easily be moved around the office to suit different needs. This portability allowed the team to experiment with the placement of the canvas, enhancing various areas of the office, from meeting rooms to common areas. The ease of setup and adaptability of the canvas ensured that Core Marketing could maximise its impact without committing to a fixed installation, offering versatility for future office layout adjustments.



RESULTS

The feedback from Core Marketing's staff has been overwhelmingly positive. The Vieunite Pro digital canvas has not only enriched the office's ambiance but has also instilled confidence in Core Marketing regarding the potential of digital canvases for future projects. The successful deployment of the Vieunite Pro at 2 Chamberlain Square CBRE office has reinforced Core Marketing's enthusiasm for promoting this innovative solution in the upcoming 3 Chamberlain Square development, expected to complete in Q1 2025.

By integrating the Vieunite Pro digital canvas, Core Marketing has elevated its workspace and demonstrated the potential of modern digital displays in transforming office environments. The initial success of this installation has positioned Vieunite Pro as a key element in Core Marketing's vision for creating engaging, inspiring, and functional professional spaces as part of Birmingham's exciting redevelopment.