

Case study: Retail

Illamasqua chooses ONELAN to display live videos at multiple sites



Case Study: Illamasqua



Background

An exciting new London-based cosmetic brand, Illamasqua celebrated its first birthday in November 2009. Developed by leading chemists, manufacturers of stage and screen make-up and make-up artists, Illamasqua brings truly professional make-up to the high street for the first time. Thus far the success of their 'make-up for your alter ego' has been impressive, but the need for differentiation in a highly competitive market cannot be underestimated and Illamasqua are using digital signage to help achieve this.

Why did Illamasqua choose digital signage, and why ONELAN?

ONELAN digital signage was chosen by Illamasqua because of its scheduling capabilities and flexibility. In addition it also fits easily into the network on each counter. Content is managed centrally by Illamasqua's strategic and creative agency, Propaganda, and sent to each counter both in the UK and Australia.


ILLAMASQUA
Make-up for your alter ego


ONELAN
Digital Signage



Each counter has an exclusive internet connection for their digital signage. ONELAN digital signage is used primarily to display Illamasqua's new collection films, model and product photography. Occasionally offers are displayed relating to seasonal holidays such as Christmas and Valentines day etc. and also specific offers for particular regions.

What is installed

Initially launched in Selfridges in Oxford Street, London, Illamasqua now have eight counters with ONELAN digital signage across the UK from Selfridges in the Trafford Centre in Manchester to Debenhams in Cardiff, and Belfast.

In Australia digital signage has just been installed at an Illamasqua counter in Myer Sydney City. These all use ONELAN's NTB 5500, driving a variety of portrait and landscape 30" and 40" screens. Illamasqua also have counters in Dubai and the USA.

“ The system provides us with continuity, reliability and versatility in handling the video content on counter. ”

**Steve Rabbitt,
IT Manager at Propaganda**

For further details

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