

VLCreative converts blank screens to dynamic digital signage

Challenge A Fortune 500 real estate investment and management company faced a major hurdle with new digital signage screens in their Customer Showcase Center. Despite the investment, the screens remained blank due to the overwhelming challenge of content strategy and creation.

Solution AVI-SPL VideoLink's digital signage team, VLCreative, consulted with the client to build creative and production strategies. They then produced content that resonated with both customers and prospects.

Results VLCreative delivered over 40 new video assets, translating brand messaging into a compelling 16-minute content loop showcasing the client's full capabilities across digital signage screens.

Service Digital Signage by VLCreative

The Client



- Fortune 500 real estate company
- Over 100k global employees
- Has a presence in over 80 countries



A major opportunity and a major obstacle to success

A Fortune 500 real estate investment company designed an impressive new Customer Showcase Center. A central feature of this Center were multiple digital signage installations that were purchased to communicate their broad service offerings to visitors.

The brand was challenged in how to convert its massive library of print, photo, and video assets into a cohesive package of digital signage content that told their story and drove sales.

VLCreative builds a strategy to drive conversions, then executes it

VLCreative began by collaborating with the brand to build a plan to identify, collect, and organize company's marketing assets best suited to be converted to digital signage content.

The creative team then leveraged its expertise in content production to design and animate unique, dynamic videos that were on-brand and optimized for the specific requirements of digital signage.

Employing best practices for design, copy, and animation, VLCreative built a library of videos that engaged and motivated the Customer Success Center visitors.

Visual content amplifies messaging externally and internally

The multi-phase effort yielded an extensive library of over 40 new video assets tailored for digital signage. VLCreative's adept storytelling through visuals transformed static brand communication into a captivating 16-minute branded content loop.

It also created a format to refresh and update the content, so that messaging remained current and relevant to the customer's needs.



This dynamic showcase now runs continuously across the Customer Showcase Center's screens, immersing visitors in the full breadth of the client's service offerings. Following overwhelmingly positive feedback, content was also developed for internal employee viewing, further amplifying the messaging.