

### PROJECT Stadiums



	<b>Impressions</b>	500,000
	<b>Sector</b>	Sport
	<b>Geography</b>	Manchester, UK
	<b>Product Type</b>	Banners, Signs, Window Display
	<b>Service Type</b>	Logistics + Installation
	<b>Client Rating</b>	★★★★★ 5/5

### Background

Our client is one of the most popular and successful sport teams in the world who has over 659 million followers and won 62 trophies and 20 English league titles. Their stadium is based in Old Trafford and with 75.635 seats it is the largest sports club stadium in the UK.

Their aggressive growth strategy is backed up with clever marketing tactics and great methods to boost revenue through sponsorships, broadcasting and merchandising - in 2014 the football club reached a record growth of £433 million which represented a 70% increase since 2008.



### Needs and Goals

As part of client's aggressive growth strategy, all branding and broadcast activities follow a high standard of communication. The goal was to deliver a great experience to their 659 million fans but also to help their sponsors benefit from this impact.

They needed a partner who can help them raise awareness, trigger excitement and to be remembered as the leading football team in the world.

A powerful customer experience was essential and it should begin with the biggest football stadium in Britain.

### Challenges

Our client met with several different graphics companies and struggled to find the one which met their high expectations. One of the major problems they experienced was the lack of discipline to deliver a consistent level of high-quality products and reliable services. They also needed someone who can produce and install graphics within a few days.

The previous solution providers struggled to reach the demand and high requirements of our client as they caused many errors and higher costs due to lost time or expensive reprints.

### Approach

We delivered a full service from design support, planning and site surveys over logistics to installation. Our client did not need to spend too much time on this project: the only part we needed was their requirements – we did the rest.

Once we have received the visuals, we improved them, produced, delivered and installed the large graphics in four days. We have used a 40% transparent self-adhesive-vinyl banner to cover a 48.5 meter wide and 14.7 meter high window. To finish early, we have worked throughout the night to deliver the best result long before deadline.

All products went through strict testing and quality control procedures as we always make sure that the end-result will be of the highest quality.

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#### Results

The large format graphics created estimated impressions of more than 500.000 people while delivering a clear brand message and great experience to our client's audience.

The graphics proved to deliver a reliable performance without any needs of maintenance and even after removing the banner it left no residue on the window.

Our client is highly satisfied with our solution. They now know they can provide us with artwork, give us an installation deadline and leave us to carry on.

We are now an important partner who manages their full branding regularly from canvas wraps, press backdrops to shop stands, banners and large format signs. All quality controlled, produced and managed in-house and always installed before deadline.

Our **Partner**  
rate us:

**5/5**



Our **Client**  
rate us:

**5/5**



MediaCo is a multi-accredited, customer-focused and high-quality driven Large Graphics, Installation and Display Specialist who offers the most flexible and quality controlled in-house service from printing, artworking and finishing to logistics and events. All clients benefit from a wide range of extra-mile services and support including loyalty schemes, colour management, opportunities to save costs and 24-hour production cycles.

 PASMA

 IPAF

 ISO 9001  
QUALITY

 ISO 14001  
ENVIRONMENT

 ISO 18001  
HEALTH & SAFETY

All our clients benefit from a

## full branding service

for stadiums



All projects can include **artworking, colour management** and are based on an ISO 9001 quality management system to get it right the first time.

If you would like to have a reliable partner who invest in good relationships and make an effort to deliver the best quality, don't hesitate to contact us now.