

# Virgin Holidays Retail Stores

Virgin Atlantic and Virgin Holidays moved into a new purpose built 110,000 sq feet shared Headquarters in Crawley in 2016.

Both companies had been using digital signage for several years, however the limitations of their incumbent system meant they were looking for a new solution which would be easier to update and offer scalability. Providing scalability would enable them to truly exploit the benefits of digital signage and control content across their whole estate including employee engagement, retail stores and airport lounges.

Following a detailed analysis and subsequent trial, Virgin selected the ONELAN brand from accredited partner Avensys. They rolled out ONELAN digital signage for Virgin, installing virtual CMS server and Digital Signage Manager (DSM), thereby removing the need for onsite servers for content distribution, while providing the much-needed scalability.



## Retail Store Implementation for Customer Engagement

The ONELAN CMS provides channels to Virgin's nearly 100 UK-wide retail stores via 300 NTB's, enabling consistent and timely content to be managed and distributed centrally by the marketing team. Using player tagging, each player is assigned a location/postcode so localized content can be delivered to each store. Marketing can easily select the appropriate player(s) from a list and update from within the CMS.

Additionally, via the DSM, fault alerts may be issued in the event of an unscheduled service interruption. Also, as within the HQ, the DSM records what plays and can provide proof of play when needed, for example when playing third party paid-for content.

Content is changed on a daily, weekly or monthly basis depending on the time of year. Peak promotional periods are January, May and September so content in these



# HOLIDAYS

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Combined with the  
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the NTB players,  
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ONELAN brand.”

To find out more about  
ONELAN's solution please  
contact us on:

**+44 (0) 1491 411 400**

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[www.onelan.com](http://www.onelan.com)

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periods will change more frequently. Equally if there is time-sensitive content, a countdown clock is added to entice bookings.

Being able to schedule when content updates occur is a key benefit of the ONELAN solution. File transfers can be scheduled for quieter times or overnight; an additional valuable feature where bandwidth may be limited for some retail outlets. Many stores are in concession outlets including House of Fraser and Debenhams where most of the displays are 50" portrait wall-mounted screens attached to a ONELAN subscriber; while some stores have an additional screen fully dedicated to sponsor promotions. In addition, there is a Virgin Holidays retail showcase at the Virgin HQ which is a mocked-up store or 'V-Room' which allows adverts and other content to be tested.

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