



 entwined

# Your Content Management Solution

Streamlining Content Broadcasting

# Broadcasting Your Content Has Never Been Easier

Let us redefine the landscape of your **digital content management**. It's not just about displaying your assets, it's about crafting a captivating narrative that resonates with your audience.

Our innovative tools and expert guidance converge to transform your digital signage journey into a masterpiece of precision and strategy. We understand that content isn't just pixels on a screen – it's the soul of your brand, the bridge to your audience, and the catalyst for exponential growth.

# Meet Our Content Team

Elevate Your Business



**Creative Director**  
Lee Pearce



**Production Manager**  
Sarah Yazid



**Content Manager**  
Jason Moore



**Senior UI/Digital Designer**  
Rachel Woodcock



**Digital Designer**  
Bree O'Leary



**Animation & Video**  
Scheree Reeves



**Digital Marketer**  
Irina Kopylova

# Content Publishing & Scheduling

We ensure the right assets are always on the right screens

## Content Calendars

We'll create and maintain content calendars for your digital signage network. Get unprecedented visibility over all your campaigns, and their distribution across all your sites. Our content calendars allow you to utilise your network to its fullest.

## Content Quality Control

Never worry about your assets not matching up to your screen's resolutions. We'll re-size your content to play perfectly on each screen throughout your network. Our content experts will also manage the assets on your network to ensure smooth playback every time.



## Streamlined Network Management & Planning

Centralised workflows to enhance productivity and ROI

### Content and Feature Testing

We work with our CMS partners to build new features to take your digital signage to the next level. The latest features are rigorously tested to ensure optimal performance and reliability before we offer them to you, so that you get the best results.

### Content Migration

Our content managers are experienced at migrating your content from one CMS to another. We'll start with an audit of your network, and develop a plan to ensure there is no downtime on your screens. Content migrations have never been this effortless.



## Customer-Centric Excellence

Your satisfaction is our top priority. Our dedicated content team is available to assist you, resolving queries promptly and providing comprehensive support to ensure a seamless experience.

### Regular Stakeholder Strategy Meetings

Whether you're planning a big, network-wide promotion, or have lots of campaigns lined up, our strategy meetings keep everyone on the same page. We'll discuss the capabilities of your digital signage network, and develop a roll-out plan for any campaign.

### Publishing Strategy and Recommendations

Our content managers know your digital signage network like the back of their hand. They'll work with you to deliver personalised content and a bespoke customer journey for your audience. Their expertise in marketing means they'll keep a close eye on industry trends to ensure you stay ahead of the curve.

# Why Choose Us for Your Content Management Needs?

Elevate Your Business



## All in One Solution

We'll manage your campaign from content creation to publishing.



## Expertise

Competencies across a range of CMS platforms.



## Quality Assurance

Ensure each piece of content plays perfectly each time.



## Custom Insights

Tailored insights based on your network and audience.

## Get in Touch

Take your audience on a journey through your stores with us. We'll transform your digital signage experience with our comprehensive content strategies.

**Contact us today to maximise your digital signage network.**

Email: [content@entwined.com.au](mailto:content@entwined.com.au)

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