



CASE STUDY

Bunbury Farmers Market

Digital Pylon Sign



Yap!.out
outdoor digital signage

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Having recently moved to new premises in Vittoria Road, Bunbury Farmers Market wanted a way to promote key messages to their customers. A strategically positioned external digital pylon sign located adjacent to the new building would provide them with the flexibility to reach their audience and change their sales messages with ease.

Yap!digital was commissioned to manage the whole project due to its ability to provide not just the digital hardware (3.2 x 4.8 metre digital screens) and signage structure (7.2 x 5 x 1.2 metre double sided pylon), but a comprehensive turnkey solution.

Yap!digital worked closely with third parties to ensure a safe and expert installation. Cardno Geotech provided detailed information about the soil make up at the site of installation so that Yap!digital could design suitable footings for the pylon. And the various services providers helped us to negotiate the numerous underground services that installing such a large footings would potentially encounter.

Yap!digital also oversaw the DA submission on behalf of the client – an extremely involved process!

To summarise the turnkey solution Yap!digital provided to Bunbury Farmers Market:

- The initial scoping works including soil make up and location of services
- The design and installation of the sign's footings
- The DA submission

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- The design and installation of the signage
- The sourcing and testing of the LED panels
- The manufacture of the sign structure and 3D LED illuminated lettering
- The management of the power infrastructure within the sign
- The management of the IT connectivity within the sign and on site to run the sign

The client was able to place the whole project into our hands with confidence because of Yap!digital's ability to manage and deliver a comprehensive turnkey solution.





We're ready to start talking!
Speak up now about your next project or idea.

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