



CASE STUDY

Kwinana Freeway Digital Billboard

Exterior Digital Display



JCDecaux

Yap!out
outdoor digital signage

Kwinana Freeway Bridge Digital Billboard

NEW DIGITAL BILLBOARD ON KWINANA FREEWAY

JCDecaux have extended their advertising reach with an impressive new billboard on the South Street bridge over the Kwinana Freeway in Perth's major southern corridor. Travelling northbound towards the city you simply can't miss it!!

Yap!digital was entrusted to ensure that colossal new digital asset was installed in place using our tried and tested professional project management services. All works around major trunk roads require a high degree of planning with Main Roads and robust methodology and this project was no different! Our works included the logistics, installation and commissioning of the entire project – with tight deadlines determined by freeway closures locked in well in advance.

A MAMMOTH UNDERTAKING

The mammoth structure measures 12.5 metres across and almost four metres high. Included in the manufacture of the billboard frame is an anti-climb frame cladding and perforated aluminium sheets on top and bottom. The entire structure is designed and made to exacting, precision standards.

INSTALLATION LOGISTICS - SCOPE OF WORKS

Yap!digital's design scope was to provide a turnkey service. The Project management investment on a project of this size is considerable. Like most complex, digital installations, this project included extensive communication with all stakeholders and organising key elements of the installation. Much of the work was done at night when traffic volumes were low to minimise the impact of traffic management and closures. Our scope of works included tasks such as:

- Peg out the x2 footings in proposed locations for PAPL sign off;
- Provide GPS locations and survey locations;
- 3D scans of the bridge;
- Two surveys of the bridge location;
- Certificate of design compliance;
- Structural certification for footings;
- Concrete of footings;
- PAPL OSHE documentation;
- Manufacturing of steel supporting frames and anti climbing barriers;
- Permits;
- Transportation of digital screen to site;
- Traffic Management and RTM endorsement;
- Installation – night works between 10pm and 4am;
- Commissioning.

Given the location on a busy throughfare and freeway location, careful attention had to be paid to the OSHE requirements. On the night of instal, the weather forecast did not bode well with high rainfall and squally winds potentially in play. Despite all our planning, was the weather going to be our nemesis? Thankfully fate played out in our favour but it just goes to show that even the best managed project can sometimes be thwarted by conditions out of our control!



PROJECT SNAPSHOT

Project: Kwinana Freeway Bridge @ South Street
Locations: Northbound
Environment: External Digital
Client: JCDecaux
Date: 2022
Features: External digital displays installed on bridge location



TURNKEY IS THE ANSWER

Digital touchscreen technology takes signage beyond the norm. Using professionals to provide a turnkey service is the answer. The Yap!digital team provides a turnkey solution including;

- concept artwork and shop drawings;
- location scoping and site survey;
- procurement of hardware;
- manufacture of the housings;
- installation of all components on site;
- content creation, testing, editing and stitching;
- final commissioning

BENEFITS OF DYNAMIC OUTDOOR DISPLAY ADVERTISING

One of the obvious benefits of dynamic outdoor digital advertising displays is that they allow 24/7 marketing and can leverage the power of video advertising. Emotive imagery is widely considered to be one of the most effective mediums for marketing and promotion – whether at an event, sitting on public transport or travelling in a car.

As well as product videos, special travel related seasonal offers can also be displayed on digital freeway billboards creating a natural link to people's commute, daily lives, news or exciting travel plans.



TAKE YOUR SIGN MESSAGE TO THE NEXT LEVEL

We help customers select their style and design to create a wow factor. Take your messages to the next level! We can also turn your sign into a digital message center that gives you the ability to update your sign to advertise new promotions whenever you want.

Talk to one of the Yap!digital team today.

Our Yap!digital team will also bring you their experience of static and digital signage solutions will ensure that your customers and users have an outstanding experience next time they visit you.



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

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