

STONEGATE

MiXR Digital Media Rollout



WHAT WAS THE PROBLEM

Alongside the launch of Stonegate’s new MiXR app, the business was looking for a retail media network which is powered by insights from the MiXR app, making promotions visible to the customers across Stonegate’s estate. This strategic initiative aims to increase the visibility of Stonegate’s products whilst also creating advertising opportunities for brands to partner with Stonegate through a brand new digital out of home network. Stonegate is positioning itself to deliver a more dynamic and engaging customer experience, ensuring that marketing efforts are targeted across the entire estate.

WHAT WE DID

To understand the requirements of this project, Celestra conducted comprehensive surveys across the entire Stonegate Managed Estate, encompassing 701 sites. This thorough preparation laid the foundation for a successful project. We conducted 60 surveys per week, alongside creating a bespoke video survey in order to accurately plot the screen locations across the Stonegate estate.

Some of the sites within Stonegate’s estate presented unique challenges during this project. Notable examples include the flagship site, Tattershall Castle, which is located on a boat and features outdoor screens, and Rosie’s Birmingham, where an impressive 20 screens were installed (across 5 nightclub rooms, that’s almost 10,000 square feet of space!)

To meet these demands, our logistics solutions were carefully tailored to the project’s specific requirements. For Stonegate, we allocated 176 pallet locations at Celestra’s Head Office (over the course of the project, 4,000+ units of stock moved through the Celestra Warehouse!) This logistical flexibility was essential to the project’s success, enabling us to provide a comprehensive service, including storage, quality control, delivery and collection.







WHY STONEGATE CHOSE CELESTRA

Our unwavering commitment to exceptional craftsmanship. We provided bespoke solutions and custom brackets, enabling seamless screen installations across sites of all shapes and sizes. Through our collaboration, the brand now has an unrivalled connection with its customers, in real-time, across the UK. This partnership not only enhanced the customer experience but also solidified Stonegate and MiXR Media’s position as a leading brand in the hospitality industry, showcasing how digital media technology can transform a business.

IN PARTNERSHIP



SERVICES PROVIDED

 Project Management	 Installation	 Network and Power Cabling	 Shop Fitting
 Digital Media	 Boat Installation		

PROJECT HIGHLIGHTS

- 48 sites per month on average
- 8,500 hours worth of project management
- 679 sites in just over a year
- 203,700 miles travelled
- 99.7% first time visit success rate

HOW DID STONEGATE BENEFIT?

In collaboration with Celestra, Stonegate now has the largest Digital Media network within UK hospitality. This has enabled unparalleled opportunities for Stonegate to advertise their products, services, and promotions across their locations. In conjunction with the MiXR app, Stonegate has been able to circulate its loyalty scheme and promotional content in a way which simply wouldn’t be possible without the presence of Digital Media.

[Celestra has] “set the standard for how a supplier should be [...] their commitment to going above and beyond to fulfil our needs is truly commendable”

Stonegate Project Manager

