DANONE UK & IRE

OVERVIEW

Danone are a manufacturer of life enhancing products in the categories of Waters, Specialist Nutricion and Dairy & Plant-based.

In the UK and Ireland, many of Danone's consumer brands are household names and found in supermarkets and pharmacies. They range from brands like Cow & Gate and Harrogate Waters to international favourites like Actimel, Alpro and evian.

Nutricia, is Danone's specialised nutrition range that provides nutritional assistance to patients in hospital and people in the community who cannot get the nutrition they need.

With multiple office and factory locations around the UK and Ireland, Danone selected **embed** to deliver on their employee communication and digital engagement strategy.

"it's been so easy to learn and manage ourselves. We've been able to run screens across a variety of hardware and bring real-time information to our staff dispersed across geographical locations"

Luke O'Connell, Head of Data & Technology, Danone

QUICK FACTS

Period:
2015 - ongoing

Location:
UK and Ireland

Industry:
Corporate / Manufacturing

Platforms:
Windows
Samsung SSP Tizen

Key embed features:
Conditional Play
Channel Overrides
User roles + Teams

"GAME-CHANGING"

Since starting with **embed** at the UK HQ in Trowbridge, the roll out has progressed to several other Danone UK & Ireland locations with still more planned to deploy.

Danone is utilising **embed** to deliver internal communication to their workforce via digital signage located throughout office buildings and factory facilities including desk spaces, canteens, coffee docks, reception areas, walkways, common areas and production areas.

By implementing **embed**, Danone is able to deliver critical information to employees at speed, which during the COVID pandemic has proved invaluable.

COVID communication aside, the digital signage has been a resounding success, with employee communications bringing workers closer to the company and feeling more involved with company developments that directly impact their day to day operations.

embed has streamlined communication for Danone yielding operational benefits across the board, with teams able to share messages across sites instantly and accurately.

"It takes the complexity out of digital signage with a variety of features and hardware options... [and] the support team is very responsive"

Luke O'Connell, Head of Data & Technology, Danone

"it has been calculated that embed signage has provided a minimum of 2 hours per week in operational efficiencies with more savings expected to come. The remote management of screens, content scheduling and conditional play features have been game-changing for the way we operate and communicate critical information to our staff"

Stuart Grace, Digital Innovation Engineer, Danone

"The implementation of digital signage has been hugely successful with our staff... it received extensive positive feedback during our annual company employee survey"

Stuart Grace, Digital Innovation Engineer, Danone

ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

embed is sold through a global network of resellers to thousands of users worldwide, delivering digital signage projects across multiple industries.

For more information about using or reselling **embed** visit: **embedsignage.com**