



First major client British Steel – securing a 45 site rebrand which was then followed by another commission when the company rebranded to Corus in 2000.

Concept Group

Signage | Digital | Build Solutions



1998

Established in 1998, Concept Group was set up by Managing Director Sean Morrough from his family home in Sutton Coldfield.

Having worked in the sign industry for over 25 years, he identified a gap in the market for design-led solutions.

2000

2005

Concept was one of the first sign companies in the UK to fully embrace digital signage, partnering with Panasonic in 2005.



In 2010 David Neale came on board as a business partner, this helped drive Concept forward and expose the business to lucrative new markets.

2010

Concept Outdoor Media Services was launched to serve the out-of-home advertising market, and specialises in delivering bespoke large format display structures.

2012

Subsequently, a new division was formed in 2012 to serve the Digital Out Of Home market and a strategic partnership with D3.



LED

Later on that year Concept Completed their first Turnkey LED display installs for Signature Outdoor and City Outdoor.



2013

The first LED installs for Forrest Media, the start of a 15 site roll out.



Concept secured a 13 screen roll out for Commercial Bank of Qatar in Doha.



Concept now works with Ocean Outdoor, JCDecaux & Clear Channel.



2017

Strategic partnership with Daktronics for large format DOOH.



2016

Rebrand to Concept Group to consolidate all business activities under one brand



2018

Concept become a key Daktronics Partner in EMEA.



Concept supply and install two large LED displays for Premier League football club Leicester City FC.



2015

2015 saw the completion of our most high profile project to-date with the installation of three curved LED displays, known as 'Media Eyes' as part of the redevelopment of New Street Station in Birmingham, on behalf of Network Rail.



2014

2019

Gap identified in the AV marketplace for large format LED display integration services.

Concept are approached by Samsung, LG and NEC to provide integration services for the AV channel customer base.



Concept build iconic out door LED display at Box Park, Wembley.



Concept secure prestigious turnkey DOOH contract for Primesight and Network Rail.



Concept consider offering LED display rental services.

Concept open new 8000 sq feet 'Digital Hub' facility in Wolverhampton to increase capacity and bolster turkey offering.

Concept invest in heavy plant such as Hi-ab lorry and access machinery to be stationed at new Digital Hub.

