

# Top Ten Advantages to Digital Menu Boards

1. Increase concessions revenue through the use of Dynamic Digital Menu Boards
  - o 30% of people viewing digital screens make unplanned purchases
2. Customize menu by time of day or day of the week – Lunch or happy hour specials
  - o Spotlight specials, create custom menu packages at anytime – Stanley Cup special
  - o Automate menus by day of the week
  - o Quickly adjust prices of menu items
  - o Test market new menu items
3. Refresh the look of your concessions area. This new technology draws people's attention to the concessions area.
4. Imagine your menus as a customizable sales tool versus just a list of items to buy.
  - o Easily change media to reflect current inventory – run a special at the end of the night on a surplus of hot dogs or popcorn
  - o Powerful tool to up sell products – entice customers to try something new
  - o Create hockey team concessions specials to welcome the other team and their fans.
5. Maximize your investment and use the digital menu boards for advertising when concessions areas are closed.
  - o Advertise upcoming special events or display the rink/building schedules
6. Create a sponsor program for digital menu boards and place the sponsor's logo on the display
  - o Sponsor of the month program
  - o Team of the week or player of the week program
7. Include digital menu boards into the sales package when an area is rented for a special occasion.
8. Customize the screen layout as well as the media message.
  - o Split screen - static menu items on one side and full motion video on the other side
  - o Text crawls at bottom of the screen with sports scores draws customer's attention
9. Interface the digital menu boards with the POS system and remove sold out items from the menu.
10. Manage digital menu boards from any computer with an internet connection.
  - o Distribute training information to employees through the use of the digital menu boards.

## Five Keys To Success

1. Use eye catching motion media – entertain and entice customers to buy
2. Dedicate a staff member who is responsible for the digital menu boards.
  - o Gatekeeper – one person controlling the distribution and approval of the content.
  - o Monitor signs and systems to make sure they are powered up and scheduled to run.
3. Refresh and change up the look and feel of your menus on a regular basis.
4. Track effectiveness of specials - sales increase
5. Repackage screens to create new advertising opportunities – special events/sponsorship.

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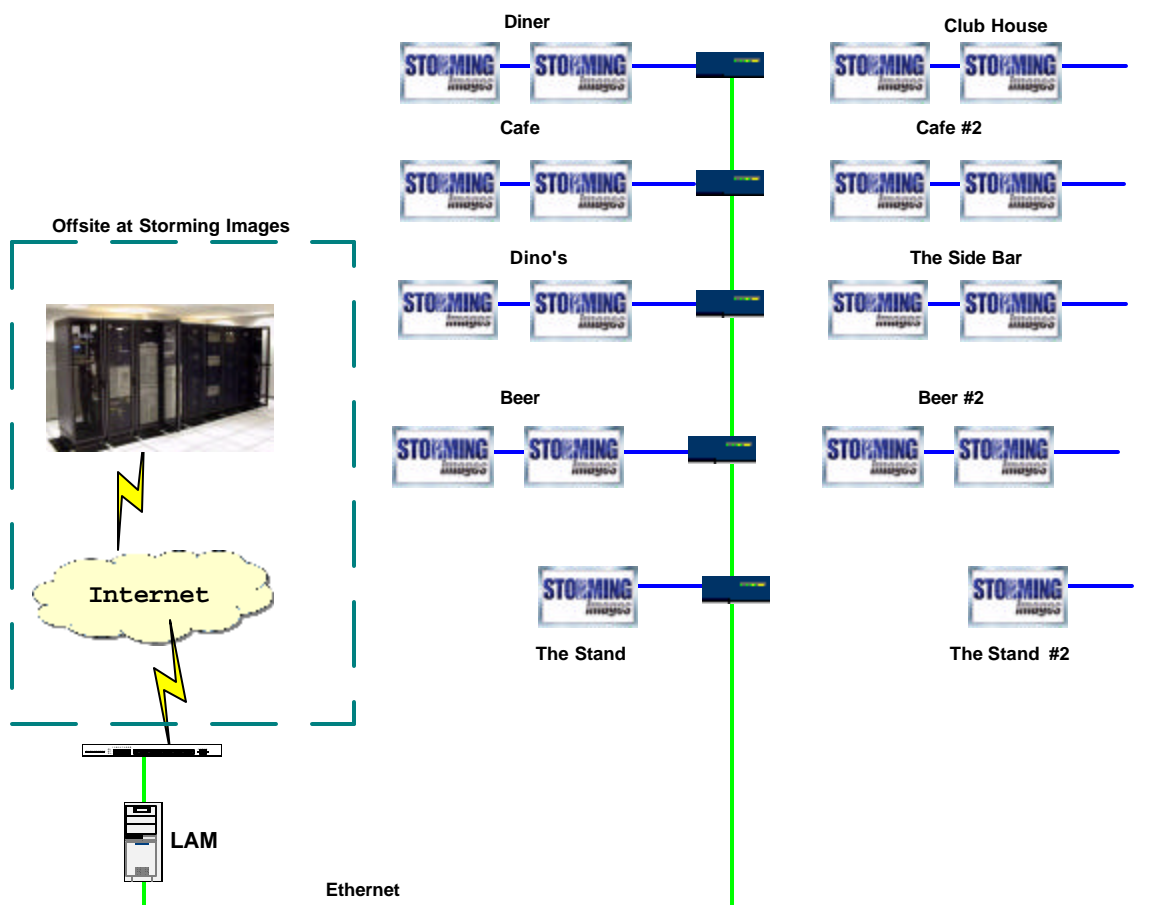
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# Digital Signage Statistics

1. Storming Images theater concession stand customers' experienced a \$0.15 cents per person sales increase. Multiply that over the 500,000 visitors and that equates to \$75,000 increase in sales.
2. Theater concession stands experienced a return on their investment within a 6 months period of time .
3. Research on retail digital signage reveals that network owners experienced:
  - o 32% Increase in overall sales volume
  - o 43% Improved brand awareness
  - o 33% Increase in traffic
  - o 46% enhanced customer experience – perceived wait time in lines is less

## Digital Menu Network



Example Digital Menu Network

The above example is a project currently in the bid process. We will use this as an example of a proposed digital menu network.

1. 10 concession stands throughout the facility.
2. Each stand is using one or two 42" commercial grade LCD monitors.
3. LCD screens in this example are \$1635.00 each.
4. Remote Media Manager subscription fee of \$150.00 per month.
5. Total proposed cost of this project is ~\$47,000 for all the equipment. (does not include installation)

Storming Images Remote Media Manager software is a web hosted system. The arena manager can log into the network from any computer with internet access to manage the digital display network. Through the Remote Media Manager the arena manager can establish the schedules for each machine and set up custom media packages specific to each concession stand. Switching media and establishing special packages designed to target a specific audience are easy to create and take only minutes to update. There are five user roles for the Remote Media Manager. An outside vendor can be granted access to the network by the arena manager and given the ability to upload advertisements. Only the arena manager can approve and place media on the system.

So how will this system pay for itself?

1. Utilize the monitors to display advertisements or upcoming events when not in use by the concessions stand.
2. Create a sponsor of the month program highlighting a specific vendor or local business and display their logo or slogan in a text crawl at the bottom of the screen.
3. Entice customers to try something new and up sell them on a special concessions package through eye catching motion media. This will increase concession revenue.

Studies have shown, and our own customers have experienced that through the use of this new technology you can expect to see an increase in your concessions stand revenue. Keep in mind that the success of this program relies on your actions and the five keys to success.

Experiment or do a study in your own arena. Take a computer and an LCD screen and place it at one of the concession stands. Create a PowerPoint highlighting some concession specials. Offer these specials at a few different concession stands. Track and compare the sales of the one stand with the PowerPoint display against the other stands. Once you have seen the increase in revenue from this simple test, you will be able to appreciate the positive impact that digital menu boards can have on your business.