

RUBY TUESDAY

Restaurant franchisee sees immediate sales increase with LED displays.

Display solutions drive results.



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IMPACT-RGB: 20mm pixel pitch (5' x 8')



LED DISPLAY TECHNOLOGY

LED Displays Drive Results

Restaurants rely on impulse decisions on the part of their patrons. LED digital displays are cost-effective ways restaurants may promote their brand, advertise specials and help increase sales. Digital signage is also another touchpoint to communicate with customers while at the same time providing the opportunity to change promotion items in an instant and offer overall marketing control for the restaurant. Even if a customer doesn't stop in today, it's a reminder every time he or she drives by the location.

Challenge

The restaurant industry is dynamic and intensely competitive. Finding fresh ways to attract new customers and encourage existing ones to return is essential to staying ahead. H&H Cuisine Inc., owned by Todd Hoekstra and Lee Howell, is the parent company for Ruby Tuesday restaurants in North Dakota, South Dakota, and Iowa. Hoekstra and Howell knew that to increase business they needed an effective communications tool to reach customers as they

drove by the restaurant; this meant they only have a few seconds to catch their attention, engage them and get customers in the door.

Solution

One of the least expensive and most powerful ways to reach a local mobile audience, electronic message centers (EMCs) are a perfect marketing-sales solution for the fast-casual restaurant industry. Easy to program, the messages can change hourly, daily, or even based on inventory changes.

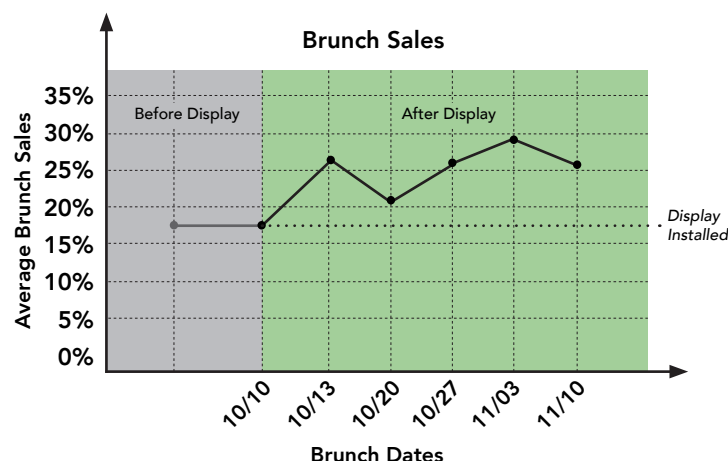
To help drive traffic, the owners partnered with California-based Optec Displays, Inc., and installed a two-sided, 5'x8' Impact RGB Series 20mm (pixel pitch), 64x112 matrix using Vivid software.

Result

According to Josh Mulder, general manager Ruby Tuesday Rapid City, South Dakota, the sign drives whatever promotion is being advertised. "Sales have been exceptional since we installed this sign.



The Sunday brunch campaign began on October 10th. After only three days of advertising there was a +9% increase on the first Sunday. Overall there was a sustained sales increase for the length of the campaign.



For example, during the holidays we promote gift cards; spring and summer we publicize patio specials; and intermittently we market high-resolution pictures of food specials," commented Mulder. "Everything we promote experiences increased sales."

Once Optec Displays taught Mulder how to create and schedule the content with the sign's software he's been able to maintain this on his own. "It is so convenient that I'm able to change the messages whenever needed," Mulder said. "While Optec helps with the more robust animation than I'm able to generate, the software has been easy to learn and I haven't had any problems the past three years," Mulder added.

By The Numbers

The first 12 weeks of brunch service averaged 17.51 percent of total sales every Sunday. After the sign was installed and messages were displayed promoting the Sunday brunch, 26.85 percent of total sales were brunch sales, over a nine percent sales increase. Additionally, Ruby Tuesday personnel received comments specifically regarding the sign from local residents who never knew the restaurant offered brunch [before the sign advertised it].

Alcohol sales have also grown. Three years ago, the restaurant averaged eight percent in weekly alcohol sales; after the sign was installed and drink specials were promoted, sales increased by three percent in one week alone.

"I anticipated seeing impressive results but I was astounded by the response and increased sales the sign generates," commented Mulder.

The owners have been so pleased with the EMC's positive sales results that they've installed additional signs in their franchise system.

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— Josh Mulder *general manager, Ruby Tuesday - Rapid City, SD.*



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