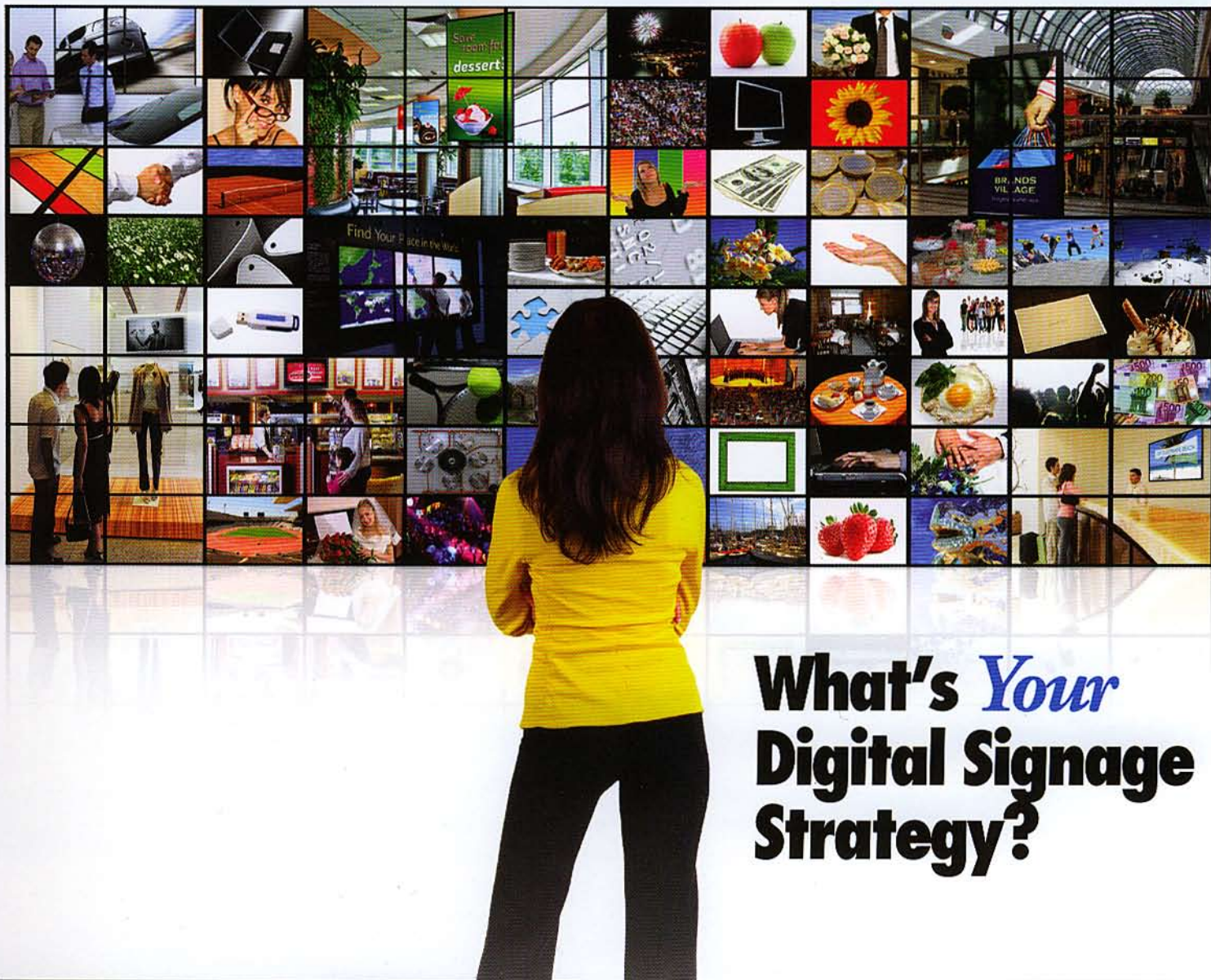


# Signage Solutions

Digital Technology for Today's Applications

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magazine



## What's *Your* Digital Signage Strategy?

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## Game On

### Georgia Dome Impacts Visitors, Bottom Line with New Digital Menu Boards

By Robert Lawrence

Hosting the newest college football program in the State of Georgia isn't the only change happening at the Georgia Dome in Atlanta. The world's largest cable-supported domed stadium recently revitalized all 55 of its concession and food service outlets with a digital menu board solution.

Not only does the new digital menu board technology attract and influence customers, it also offers a dynamic and flexible option for the Dome's food service operations, managed by Levy Restaurants, a leader in premium sports and entertainment dining concessions.

#### A Captive Audience

The Georgia Dome, located in the heart of Atlanta, is owned by the State of Georgia and operated by the Georgia World Congress Center Authority. The facility is the home venue for the NFL's Atlanta Falcons and, beginning this fall, the Georgia State University football program. A variety of concerts, conventions and consumer trade shows are held there each year as well. With a capacity of 70,500 for football and up to 80,000 for other events, the Dome hosts an impressive number of people each year.

#### The Technology Test

With a drive to improve concession sales and streamline operations, last summer Levy Restaurants initiated a pilot to test the digital menu board technology developed by Atlanta-based Allure Global Solutions,

a software development company that provides dynamic digital media products and enterprise point-of-sale software to the entertainment marketplace.

Together with Allure Global, Levy selected three test concession sites—a low-performing, medium and high volume—and outlined success factors to measure the pilot, including:

- Amount of sales lift generated for selected products digitally animated and promoted on the digital menu boards.
- Amount of sales lift generated for special promotion items, e.g., large souvenir cups.
- Amount of Miller Lite sales lift since the beverage company became a new signage sponsor at the Dome.
- Level of flexibility and speed achieved during menu board changes.

The digital menu board pilot program was implemented just prior to the 2009 Atlanta Falcons season, with Allure Global managing installation of the 42-inch LCD screens and digital media players and developing all the creative content featured on the menu boards. After six months, Levy Restaurants compared the results from the three digital menu board test sites against same-site sales with static menu board signage from the previous year. The pilot program window included all Falcons' games, the Chick-fil-A Classic, Chick-fil-A Bowl, SEC Championship Game, a U2 concert, a motocross event and Monster Truck Jam.

#### Hard Evidence

The pilot results were indisputable. Not only did the new digital menu board concession sites produce higher sales, they also influenced consumers to purchase higher profit/higher volume products with the use of eye-catching graphics and full motion video. From an operations standpoint, digital media made it faster and easier for Levy to change prices, menu items, menu themes and even entire concession stands. For example, one concession site was changed from a food service stand for sporting events to a



Georgia Dome Digital menu board photo courtesy of Allure Global Solutions, Inc.

limited bar for a concert without the hassle of swapping the static menu signage.

With a successful pilot program completed, Levy, the Georgia Dome and its parent company, the Georgia World Congress Center, moved forward with an RFP process to select a digital media provider for full conversion of all its concession sites. Allure Global Solutions was awarded the contract in May 2010 and completed the 216-screen digital menu board implementation across all 55 of the Dome's concession sites in August, in time for the 2010 Falcons' football season. Allure Global's internal team of graphics designers and animators created all animated content and managed the content for all screens.

## Customizable, Engaging Displays

With a higher impact over static signage, digital media helps influence customer purchasing behavior at the point of consumption. It also can help maximize efficiency, promote consistency and improve revenues. The Dome's new digital menu boards attract and engage customers with motion graphics and appealing digital imagery. They can be controlled from a single management interface—pushing menu changes to several concession sites or rolling them out across all 55 sites quickly and easily.

Allure Global to develop a Falcons' theme, a concert theme and a Georgia State football theme to enhance the event experience for sports fans and concert goers, and help drive concession revenues.

The 216 42-inch LCD screens in place at the Dome's concession sites also have audio capability. Levy now uses digital menu boards as a concession training tool before events. Training videos and other important messages are loaded onto the digital menu boards and presented to team members. Then, content is swapped out to feature menu items and special promotions before each event begins. Levy also uses the new menu boards to display sanctioned alcohol policies to customers, which vary by event, thus maximizing the alcoholic beverage revenue potential prior to cut-off.

## Getting Noticed

According to point of purchase industry market research, digital content is noticed up to 10 times more than static—and consumers are up to five times more likely to recall digital content.

Levy Restaurants and the Georgia Dome are tapping into this technology to raise sales of specifically targeted products and total per-cap revenue at concessions. Simultaneously, they are reducing total signage costs while gaining the flexibility to customize menu



The menu boards offer tremendous flexibility for a world-class stadium like the Georgia Dome. Sophisticated digital media players can spread multiple images across multiple screens to maximize the value of the solution.

Allure Global has a marketing technique called Interruption Marketing™ that allows the operator to take over all the screens in the digital menu board array and use them for a singular, multiple screen message—thus amplifying its effectiveness. The menu boards also can



boards for different events. The new digital menu board solution gives the Georgia Dome a competitive edge when it comes to enhancing the customer experience and driving concession revenues. **SSM**

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