

CASE STUDY  
NOCO EXPRESS



## NOCO Express Outshines the Competition with ADFLOW Network's Powerful Digital Signage Solutions

### OBJECTIVES

- Feature and promote NOCO's range of products and solutions across all locations
- Conveniently tailor and update content whenever necessary
- Manage signage in-house from a central location, for consistency and continuity purposes
- Attract customers via visually appealing, timely Imagery

### SOLUTION

- ADFLOW's flexible, patented web-based platform for digital media management and distribution
- Integrate a system to easily produce and control content creation and scheduling in-house

### FUTURE PLANS

- NOCO Express to roll out digital media and signage solutions across Western New York stores in 2014

### BACKGROUND

NOCO Express is Western New York's premier fuel and convenience retailer, with 35 locations throughout Buffalo and Rochester. Their offerings include fresh food and beverage options, ranging from Nickel City Foods, Charlie the Butcher, Tim Horton's, and Just Pizza. In addition to their food fare, they offer numerous convenient services including M&T Bank ATMs, money orders, pay-at-the-pump, Lotto, free Wi-Fi and fleet fueling. In 2013, NOCO opened 2 of their largest locations to date, offering an expanded array of grocery items as well as fresh produce, along with their traditional offerings. NOCO Express is family owned and has been locally operated since 1933.

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## CHALLENGE

The team at NOCO understands that ongoing success in the convenience store and gas station industry hinges on elevating the customer experience. They were looking for a viable and creative way to feature and promote their range of products and services across all locations. As paper signage was becoming expensive and obsolete, it also often went unnoticed by customers. The challenge was to partner with a knowledgeable digital signage provider who could enable them to conveniently tailor and update their own content whenever necessary, as well as manage it in-house from a central location. This was of major concern to NOCO; they wanted the ability to create their own compelling, scheduled content which would highlight their new fresh food offerings, in-store promotions and monthly advertised specials as opposed to relying on a third party vendor. It was important that the system would allow them to maintain control over the content for consistency and continuity purposes. Of paramount importance to NOCO Express -- attracting customers via visually appealing, timely imagery.

## SOLUTION

Already impressed with ADFLOW Networks' digital signage installations in the C-store industry, NOCO Express sought ADFLOW's distinctive expertise and experience for their own project. Partnering with ADFLOW made sense as it was apparent, upon meeting and discussing their needs, that whatever questions or queries they had, the ADFLOW team had the right



answers and could readily handle their requirements. ADFLOW's flexible, patented web-based platform for digital media management and distribution is a powerful tool designed to make life easier for the customer. "The ADFLOW system presented the opportunity to far more easily produce and control content creation and scheduling in-house. We have the talent and knowledge of our brand to do it best," said Liz Erdle of NOCO Express.

Following a successful store pilot, NOCO Express is rolling out the solution to stores across Western New York. Each sign, strategically positioned in a key location in the store, attracts customers by drawing their attention to content that is appealing and engaging, leading to increased sales. In 2014 ADFLOW will also equip five NOCO Express corporate locations with digital signage and media players to improve the delivery of corporate messaging to NOCO staff members.





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