

CASE STUDY

Chesapeake Energy Arena Dazzles with
ADFLOW Networks Powerful Digital Signage Solution

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OBJECTIVES

Clearly advertise new food and beverage offerings and promote easier decision making for customers

Eliminate outdated vinyl signage to create a more modern streamlined look

Redesign the look and feel of current concession menu boards and include dynamic content

Allow for easier menu updates throughout the season and for specific events

SOLUTION

ADFLOW's flexible, patented web-based platform for digital media management and distribution

Managed content creative services and industry leading game-day support



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BACKGROUND

Since opening its doors, Chesapeake Energy Arena has hosted more than 1,200 events and over 10 million fans. The facility is owned by the City of Oklahoma and managed by SMG, one of the world's leading venue management companies. Home to the Oklahoma Thunder of the NBA, Chesapeake Energy Arena has also served as home to the Oklahoma City Blazers and Oklahoma City Yard Dawgz. The facility also plays host to major concerts, sporting events, family shows and world-class entertainment. Since 2008, Chesapeake Energy Arena has continued to add a series of new features and improvements to enhance their game-night experience. The most recent phase of renovations was completed for the start of the 2017/2018 season. These included a Museum Display, Fan Recognition, Sensory Inclusion Initiative, and updated Menu Board displays provided by ADFLOW Networks. The arena food-and-beverage providers, Levy Restaurants and Savor, will feature a variety of new items that fans will want to sample this season.

“ We have been able to capture an **additional \$10,000 per event**, making our return on investment very healthy. ”
- Kaarthik Iyer, Director of Food and Beverage, SAVOR...



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CHALLENGE

Whether it's the action of an NBA basketball game or the excitement of a live concert, more than one million guests create memories each year at Chesapeake Energy Arena. The arena food-and-beverage providers, Levy Restaurants and SAVOR, understand that ongoing success in live events hinges on elevating the customer experience.

"During a game, there is lots of excitement on the court. We really wanted that excitement to expand into the concessions and dining options. ADFLOW's solution for dynamic pricing enables us to capture a healthier market share. With the ability to change prices and menu items to suit the client demographic of each event, we have been able to capture an additional \$10,000 per event." – *Karthik Iyer*

Outdated and costly printed menu boards limited the ability to make changes throughout the season. Static by nature, they also failed to continuously capture the attention of event-goers. Changes, when made, often went unnoticed by customers. The client also wished for a cleaner, more modern look on the range hoods and back walls.

Chesapeake Energy Arena was looking for a better way to feature and promote their range of products and services across their concession outlets. SMG wanted to attract customers via visually appealing, timely imagery and video content.

Their joint challenge was to partner with a knowledgeable digital signage provider who could deliver a TURN-KEY enterprise grade solution in a timely manner. A key requirement was to provide content services to design and create the layout for the new menus. A partner also needed the expertise to suggest optimal screen sizes and placement, as there were structural limitations with regards to ceiling height and available mounting surfaces. The system also needed to be reliable, scalable and flexible enough to support future growth.

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SOLUTION

Being an approved vendor with SMG, ADFLOW was afforded the opportunity to bid on the Digital Menu Board project. SMG were immediately impressed with ADFLOW's turn-key solution and industry-leading expertise. They were also impressed that ADFLOW was part of the National IPA group and a wholly-owned subsidiary of Daktronics, world leader in the live events space.

Partnering with ADFLOW also made sense as they were able to deliver an industry-leading solution, in a timely manner, at a competitive price.

ADFLOW's flexible, patented web-based platform for digital media management and distribution is a powerful solution designed to make content management and updates easier for the customer.

"Anyone can sell you hardware, and ADFLOW did provide a top-notch solution. At the end of the day, however, it's the people that make all the difference. ADFLOW has an incredible team" - *Karthik Iyer*

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