

CASE STUDY DAKTRONICS INDOOR DIGITAL SOLUTION

DASH IN TAKES IN-STORE FOOD EXPERIENCE TO A NEW LEVEL



CHALLENGE

- › Eliminate in-store paper signage clutter
- › Ensure consistent look and feel across all locations
- › Ensure messaging is accurate and timely

SOLUTION

- › Install a centrally controlled digital signage network
- › Promote food items with menu boards and "glamour shots"

BACKGROUND

DASH IN is a growing convenience food store with more than 60 locations throughout Maryland, Virginia, and Delaware. The stores offer top selling convenience items, and a wide variety of great tasting food, beverages and name brand products.

ENHANCING THE C-STORE EXPERIENCE WITH DIGITAL SIGNAGE

DASH IN recently made the decision to support their contemporary brand experience by eliminating paper signage and stickers, to be replaced with impressive digital signage displays and kiosks. ADFLOW Networks equipped DASH IN stores with 6-9 digital displays in each location.

The digital signage is being utilized to display their attractive new line of Craveable Sandwiches and grill bar items, along with information to educate customers on current offers and promotions. Additionally, they use day parting technology to broadcast custom content at different times of the day (breakfast, lunch and dinner). This allows DASH IN to showcase appropriate imagery for each meal of the day. Zoned screens are also used, in order to provide valuable and up to date information to customers with the local weather and news.

"We set out to find a solution that would separate us from the average convenience store."

Michelle Reeves
Marketing & Promotions Mgr

Michelle Reeves, Marketing and Promotions Manager of DASH IN states, "We set out to find a solution that would separate us from the average convenience store." This attitude highlights one of the major reasons DASH IN decided to implement digital signage to support a cutting-edge, modern look and feel within their new store layouts. Michelle went on to say, "Our decision to move forward with digital signage allows us to make changes more readily and economically in the long term by avoiding repetitive printing costs."

"The DASH IN digital signage installation and rollout has been a great success. DASH IN have significantly amped up the customer experience with the signage in their new stores and we look forward to helping them carry this experience through to all of their locations," said Mike Abbott, President of ADFLOW Networks.