

Multimedia
TARGETED ADVERTISING

DIGITAL MENU BOARDS

Increasing The Power of Your
In-Store Advertising



idsmenus

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The Power of Digital Displays

Traditionally, menu board and display graphics are created by design groups and display manufacturers, then shipped to different locations. The process can involve significant time and cost, while also requiring a high degree of coordination between the central office, outside vendors and local stores.

Working with IDS Menus, companies now have the ability to deliver multimedia-based advertising via broadband networks to digital menu boards and displays. This new technology allows for fully updatable content and an increased ability to display relevant, dynamic information. Listed below are some of the key ways in which our digital displays can help your business.

Digital display solutions from IDS Menus can help you...

- Increase revenue with dynamic, animated advertising
- Advertise daily or weekly promotions in individual stores
- Target and update campaigns by time and location
- Measure sales lift and respond instantly
- Update local and global content from a centralized location
- Save on printing and shipping costs
- Enhance decor and reinforce your brand
- Provide relevant news to customers and employees
- Inspire employees with the company mission and vision
- Build company morale by announcing birthdays, awards, etc.



Turnkey Approach

There are many variables to consider when purchasing a digital display system, including the look of the displays, monitor specifications, and which software package to use for handling multimedia content. Furthermore, innovative design and a reliable means to distribute content are absolutely essential.

It is no wonder then that many companies are looking for complete, turnkey digital display providers; it can be difficult to coordinate designers and manufacturers in traditional display scenarios, let alone within a networked multimedia workflow.

With our background in design, printing and display manufacturing, IDS Menu is well-equipped to handle the most challenging digital display projects. And as a certified SCALA® partner, we offer state-of-the-art content management and network solutions.

IDS Menu Provides...



Digital Menu Board & Display Solutions – IDS Menu creates custom digital displays with seamlessly integrated flat panel monitors and hardware. Our designs include stainless steel digital menu boards, contour-cut digital signage and digital floor stands.



Digital Content Design – IDS Menu provides a unique array of design services and print products to the food and movie theatre industries. As experienced users of SCALA® InfoChannel software, we have the ability to create dynamic, high-end multimedia presentations. In addition, we provide multimedia support and training to graphic design departments looking to author their own multimedia content.



Content Management Solutions – With SCALA® InfoChannel software solutions, we provide both centralized and regional control of content. It can be scheduled and deployed on a variety of networks (LAN, dialup, FTP) and can be scaled to handle unlimited displays.

Core Concepts & Terms

- **Campaigns and Promos** – IDS Menu organizes digital display content into *campaigns* and *promos*.
 - *Promos* are individual multimedia sequences, typically brief in duration, focused around a given theme or product.
 - *Campaigns* are a series of promos targeted to a specific demographic, location and/or time of day.
- **Content Design** – Combining text, graphics, sound and video into broadcast quality promos and campaigns.
- **Content Management** – Managing digital campaigns and promos; updating content within a given template; scheduling playback times.
- **Scheduling** – Assigning the exact date and time at which campaigns will play in stores.
- **Distribution** – Sending multimedia campaigns to individual display computers from a centralized location.
- **Playback** – Viewing campaign content on digital menu boards, drive-thrus, floor stands and other displays.

SCALA® Info Channel Software Modules

- **Designer** – Software used to create and schedule multimedia sequences. Files are sent from Designer to *Net Manager*, which resides on a central server
- **Net Manager** – Server software used to distribute content to local *Players*.
- **Player** – A personal computer with specialized software that drives your digital menu board.



SAMPLE Programming Guide

The following page illustrates a sample programming guide designed by IDS Menus. It consists of multimedia *promos* targeted to store customers as part of a larger marketing plan. The “Programming Guide Details” pages (pgs. 8-10) detail the *campaign* goals that each promo was designed to achieve.

Sample Programming Guide

The following chart is an example programming guide for one client's digital display content. Three unique campaigns consisting of multiple promotions run each day during set times. The Monday campaign is illustrated below. Promotional content is chosen to fit the time of day as well as regional or store demographics. Campaigns and their individual promotions are designed to be measured on a regular basis and changed accordingly. Digital content in all regions and individual locations can be updated centrally.

Campaign Hours	Campaign Promotions				
<p>MORNING 6 AM – 11 AM</p>	 <p>Breakfast Combos</p>	 <p>Caramel Cappuccino \$2.99</p>	 <p>Event Catering</p>	 <p>Muffins & Bagels</p>	 <p>Lox For Breakfast</p>
<p>AFTERNOON 11 AM – 4 PM</p>	 <p>Jersey Shore Fries</p>	 <p>Monster Combos</p>	 <p>Create Your Own Salad</p>	 <p>Sandwich & Beverage</p>	 <p>Event Catering</p>
<p>EVENING 4 PM – CLOSING</p>	 <p>Dinner Entrees</p>	 <p>After Dinner Drinks</p>	 <p>Event Catering</p>	 <p>Midnight Cravings</p>	 <p>Wrap of the Day</p>
<p>P.7</p>	<p>DIGITAL MENU BOARDS • WWW.IDSMENUS.COM • TOLL FREE: 1.800.542.9779</p>				<p>FAX: 631.218.1801 </p>

Programming Guide Details – Monday Morning Campaign

This example campaign for Monday mornings focuses on higher ticket items such as breakfast combos and lox, a featured coffee beverage, event catering and homemade pastries.



- **Promo Title:** Breakfast Combos
- **Campaign Goals:** Promote breakfast combos to customers who normally buy breakfast without coffee – making breakfast sandwich buyers into breakfast combo buyers.



- **Promo Title:** Caramel Cappuccino
- **Campaign Goals:** Promote a different "Featured Beverage" each day at a discount price – emphasizing menu variety in order to increase customer frequency.



- **Promo Title:** Event Catering
- **Campaign Goals:** Inform customers of our catering services. Make our 800 number clear and easy to read so that customers will remember it after they leave.



- **Promo Title:** Muffins & Bagels
- **Campaign Goals:** Inform customers that our breads and pastries are made fresh daily so that we can better compete with nearby bakeries.



- **Promo Title:** Lox for Breakfast
- **Campaign Goals:** Promote a higher profit margin item by presenting it as a unique alternative to standard breakfast fare.

Programming Guide Details – Monday Afternoon Campaign

This example campaign for Monday afternoons focuses on burger combos, event catering, *Create-Your-Own* Salads, and Coca Cola beverages as a cross-sell item.



- **Promo Title:** Jersey Shore Fries
- **Campaign Goals:** Promote the Jersey Shore Fry Company brand in order to A) increase sales, and B) create an additional revenue stream by billing companies for in-store advertising.



- **Promo Title:** Monster Combos
- **Campaign Goals:** *Up-sell* by promoting burger combos to customers who normally buy burgers a la carte.



- **Promo Title:** Event Catering
- **Campaign Goals:** Inform customers of our catering services. Make our 800 number clear and easy to read so that customers will remember it after they leave.



- **Promo Title:** Sandwich & Beverage
- **Campaign Goals:** *Cross-sell* by promoting Coca-Cola to customers who normally buy sandwiches a la carte.



- **Promo Title:** Create Your Salad
- **Campaign Goals:** Promote gourmet salad bar sales by showing video footage of fresh, delicious vegetables.

Programming Guide Details – Monday Evening Campaign

The Monday evening campaign focuses on higher ticket items such as dinner entrees, after dinner drink specials, a wrap of the day, and take-home desserts as a cross-sell item.



- **Promo Title:** Dinner Entrees
- **Campaign Goals:** Promote a higher profit margin item – Dinner entrees; cross-sell by promoting Coca-Cola as an add on.



- **Promo Title:** Midnight Cravings
- **Campaign Goals:** Increase per capita sales by promoting take-home dessert items to dinnertime customers.



- **Promo Title:** Event Catering
- **Campaign Goals:** Inform customers of our catering services. Make our 800 number clear and easy to read so that customers will remember it after they leave.



- **Promo Title:** After Dinner Drinks
- **Campaign Goals:** Promote a different "After Dinner Drink" each evening at a discount price – emphasizing drink variety in order to increase customer frequency.



- **Promo Title:** Wrap of the Day
- **Campaign Goals:** Promote a different wrap each evening at a discount price – emphasizing variety and price in order to compete with a nearby sandwich shop.

Summary – The Larger Picture

The marketing landscape is changing very quickly; networked, digital solutions are replacing traditional marketing methods in many industries. Sending more – and more powerful – messages to consumers via these new technologies is becoming increasingly practical and cost-effective. And the ability to quickly distribute and measure the effectiveness of those messages is even more valuable.

Digital menu boards and displays are a perfect example of this trend. They allow multiple, dynamic promotions to be displayed in place of single, static images. More importantly, digital content can be updated quickly and easily in response to marketing data and the changing needs of your business. It appears likely therefore, that digital menu boards will become a key component of many companies' marketing campaigns in the near future.

IDS Menus understands this trend. We offer a comprehensive, turnkey approach to digital menu boards; we do not wish to sell hardware, software or content solutions without comprehending our clients' needs and developing the best strategies to meet those needs. We see ourselves as innovators, consultants, and indeed, experts – providers of a groundbreaking service that transforms traditional displays into dynamic, revenue-generating systems.

