

# Harris Digital Out-of-Home for Restaurants: Simply Smart Business

One more menu item, one more person in the party — these “one mores” not only provide new revenues, but also offer new opportunities to move the relationship between the patron and the restaurant to new levels.

Consumers have a wide range of choices in food services today, from fine dining to fast-casual, quick service and takeout — and their decision-making can be strongly influenced by digital signage. And, as digital signage and dynamic visual media become prevalent in locations where consumers shop, transit, wait, work and study, they welcome and even expect to see digital signage in their choice of eating location.

It's all about enhancing the dining experience and engaging the customer. Adding visual and related audio media to a food service environment helps to modulate the energy level and make a location feel more modern and interesting. The location experience plays a large part in determining if the food service establishment becomes a preferred destination, which results in more frequent visits from the “regulars” and, ideally, the introduction of the location to new patrons.

Beyond simply increasing patron visits, digital signage also is a powerful tool for growing revenues through:

## **Up-Selling**

increasing the value of the originally intended purchase.

## **Cross-Selling**

Adding additional items to the order resulting in higher value.

## **Bounce Back**

Adding an additional transaction during the patron visit.

## **Gift Cards and Certificates**

Generating revenue for future possible fulfillment.

## **Catering**

Serving as the food/beverage provider to gatherings outside the location.

## **Parties**

Gaining reservations for a future multi-person event or establishing the location as the regularly scheduled gathering place.

Ultimately, the more that branding, promotion and merchandising are noticed by consumers, the greater the success of the food services business.

Use digital signage as a tool to:

- Present messages that are relevant to the intended buyer relative to the time, place and the context of their potential to buy.
- Illustrate the features and benefits that are most relevant to the potential buyer.
- Demonstrate the product or service to provide a lifestyle context.
- Cross-promote different products and services.
- Suggest something new.
- Request and encourage a purchase decision.
- Reduce perceived waiting time for order placement and fulfillment.

Digital signage is increasingly part of “architectural media,” which integrates dynamic media with physical infrastructure to provide a compelling, high-impact experience in which the brand is clearly and powerfully expressed and communications goals can be more fully achieved. It can also serve as a “media platform” for on-site internet services, interaction and transactions with patrons and new ways of adding value.

Use the capabilities of digital signage to present images and messages that “speak to” and engage consumers to compel actions.

These capabilities include:

**High-quality presentation** of the media in order to make the visual images as appealing and compelling as possible. This is, in part, achieved by using media in its richest-possible, “native” form through the digital media supply chain. Reducing the need for media reformatting and transcoding reduces the degradation of the media.

**“Local” input** and control of a predefined area of the display or the playloop can enable individual locations to schedule and present information relevant to achieving their goals through local branding and promotions.

**Ease of campaign placement.** Defining parameters such as the date, time, location and other display criteria allows media to be presented in the manner best-suited to achieving the intended results.

**Content “layering”** to “localize” content to improve revenue achievement. Compiling and rendering media spots in multiple content “layers” is a very efficient way of managing campaigns. Graphics, text, pricing and other elements can help reflect the local environment, demographic, weather, events, celebrities/personalities, inventory and other situations.

**Ease of message targeting** by display location, target demographics, time and specific circumstances.

**Ease of use** to allow for more cost-effective operations.

**Interface with data inputs** and integration with other systems such as point-of-sale, inventory and traffic patterns so that media presentation and revenue achievement are maximized.

**Triggering of content** based on inputs such as items ordered, shopper proximity, examination of a product, anonymous viewer measurement and demographic capture ensure the most suitable media is presented to achieve the desired results.

Harris Digital Out-Of-Home is synonymous with success. Our fully integrated digital signage network solution, coupled with our unrivaled experience in broadcasting and media, assures you the smoothest implementation process and best results. From the Punctuate traffic software to the InfoCaster playout systems, Harris Digital Out-of-Home is a complete digital signage solution that enables you to enhance revenue and build your brand.

Add to that the comfort of partnering with a company that delivers assured communications in the world’s most mission-critical environments, and you have the ideal digital signage for your food services business.

For more information about how Harris Digital Out-Of-Home can drive revenue for your restaurant, contact us today at [digitalsignageinfo@harris.com](mailto:digitalsignageinfo@harris.com).

For more information, please visit [digitalsignage.harris.com](http://digitalsignage.harris.com).

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