

## AUTOMOTIVE :: Bill Cole Automall — Bluefield, W.Va.



**BEFORE**

### Background

Bill Cole Automall, between Bluefield and Princeton, W.Va., had a problem on their hands: an expensive older bulb sign that cost over \$1,000 per month to run. The dealership loved the advertising capability of the sign, but not the rising electricity costs. So, with the help of local sign dealer Todd Hardy at MC Sign Co., the dealership learned what a difference an energy efficient Watchfire LED sign could make for their business.

### Results

The decision to upgrade their old sign to an XVS 19mm sign was easy for Bill Cole Automall — especially since the purchase qualified them for a \$42,000 rebate from Appalachian Electric Power. MC Sign Company's National Sales Executive Todd Hardy worked extensively with the dealership on their rebate application, estimating the money saved was around \$6 per bulb. Mark Warner, Director of Marketing at Bill Cole Automall, noted that the sign has also been a great motivator for his sales team. "They are the ones outside looking at the sign all day and it gives them a sense of pride in the dealership. It's an important reminder that they have a real edge over the competition."



**AFTER**

### SIGN SPECS

19mm XVS Color LED  
Matrix: 96 x 512  
6'5" High x 32'3" Wide  
12 Lines x 102 Characters

### Case Study

Bill Cole Automall has a well-earned reputation as an innovator among auto dealerships in southeastern West Virginia. It is a local landmark thanks in part to the dealership's signage advertising. The high cost of their old sign stands in sharp contrast to the dealership's new XVS 19mm LED sign. "Our Watchfire sign is larger than previous sign and costs \$600 less a month to operate! With this sign we have a lot more control over the messaging, and it's very easy to use," explained Automall Controller Eleanor Wescott.

Local sign dealer, MC Sign Company, was instrumental in helping the dealership choose which Watchfire product would be right for them. National Sales Executive Todd Hardy explained, "We did an ROI analysis to look at the cost per day, and with the maintenance and electricity savings — it was a no-brainer." The Watchfire representative also provided a demo with the Watchfire truck and renderings to show the proposed sign with Bill Cole Automall's own logo and branding in different resolutions to seal the deal.

Watchfire's Automated Sign Diagnostics service was another key factor in the purchase decision. Available on any broadband-connected, color Watchfire LED sign, Automated Sign Diagnostics adds a layer of sign monitoring to improve service response time and increase sign uptime. Hardy explained, "I recommend Watchfire because they have a great support system. And Watchfire's software and graphics are some of the best in the industry."

As soon as the sign was installed, the image quality was show-stopping. "We treat our LED sign like a TV commercial" declared Warner. He believes the sign is an important marketing tool because it allows the dealership to mirror events they advertise on TV. The dealership's graphics department produces high-resolution video and animation that works seamlessly with Watchfire's Ignite® Graphics Software. Warner explained, "we keep it updated so our customers always feel like they are always seeing something new — they never see the same thing twice." The ability to capture customer attention, paired with significant cost savings, have convinced the team at Bill Cole Automall that their Watchfire LED sign was one smart investment.

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— Eleanor Wescott, Controller  
Bill Cole Automall

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