

RETAIL :: Darlington Holiday Warehouse — Fort Wayne, Ind.



Background

Open for only 10 weeks a year, advertising is critical for Darlington Holiday Warehouse in Fort Wayne, Ind. Because of the store's constantly changing inventory, it could be a challenge to keep customers informed of all Darlington Holiday Warehouse has to offer. Store Owner Brian Ellis explained, "Although we're on a high traffic road, we're not in a typical retail area; we had to find a way to let passing drivers know we are here." Ellis decided better signage would help his business meet this challenge head on.

Results

Ellis contacted his local sign dealer for help. According to Creative Sign Resources Owner Matt Schlau, Ellis was looking for a design that was "big and bold." So, he recommended a full color 25mm Watchfire LED sign. Darlington Holiday Warehouse uses the sign as a supplement to the store's active advertising and promotion strategy, tailoring messages daily to highlight sales and special events. To retain top-of-mind awareness, even during the off-season, Ellis and his staff display a countdown to re-opening and post entertaining messages to keep customers engaged. As a result, Darlington Holiday Warehouse has experienced a 7 percent increase in sales, driven in large part by the new Watchfire sign.



SIGN SPECS

25mm Color LED
Matrix: 48 x 112
4'5" High x 9'7" Wide
6 Lines x 22 Characters

Case Study

Darlington Holiday Warehouse, in Fort Wayne, Ind., is a 30,000 sq. ft. Christmas emporium offering thousands of affordable holiday gifts. Because it is located away from other local retail centers, finding an effective way to drive customer traffic into the store was a challenge for Owner Brian Ellis. Although the store had engaged in aggressive print and radio advertising and actively used social media, it was the installation of Darlington Holiday Warehouse's LED sign that helped them overcome their biggest obstacle: location.

Darlington Holiday Warehouse chose a 25mm color Watchfire LED sign with the help of Matt Schlau, owner of Creative Sign Resources. "To make Darlington Holiday Warehouse's promotion strategy work, they needed a sign that could show customers what's new on any given day. A Watchfire LED sign made the most sense for them. With Watchfire's high level of quality and terrific customer service, they were easy to recommend," explained Schlau.

After the sign's installation, Ellis was impressed with the advertising flexibility the sign gave him. "In the morning we have a meeting and ask: What are we heavy on? What new deals can we offer? And that's what we'll promote on the sign," Ellis said. The marketing staff at Darlington Holiday Warehouse used Ignite® Graphics Software to build sign messages that were humorous and off-beat. "We believe that the holiday shopping experience should be fun, so we put a little something silly into everything we do, whether that's a newspaper ad or our messaging on our sign," explained Ellis.

By far the biggest benefit of his LED sign investment has to be the results. "When you sell millions of products, a bump of 6 to 7 percent is significant, especially for a business that's only open 10 weeks out of the year," said Ellis. "When we invested in something this significant, we wanted a clear return. We couldn't be happier."

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— Brian Ellis, Owner
Darlington Holiday Warehouse

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