

RETAIL :: Thompson Plumbing Heating & Cooling — Cincinnati, Ohio

Background

When Thompson Plumbing Heating & Cooling built a new service center one-quarter mile off an exit ramp of I-75 in Cincinnati, company owner Wesley Holm saw it as golden opportunity. According to a traffic analysis, roughly 360,000 cars were driving by the new location each day. Holm knew the people inside those cars were potential customers, and invested in the most effective, dynamic on-site medium available to engage them: a fully animated electronic message center by Watchfire.

Results

The new LED sign has enhanced awareness of the Thompson brand while creating countless new customers. "We've seen our business mix change, and we can only assume it's because of the sign," Holm said. "People have told us, 'I drive by the sign every day, and I finally called in because of it.'" Thompson tracks phone calls and walk-in sales by zip code, and Holm says the store has seen a dramatic increase in customers who live near the I-75 corridor. Thompson has also worked trades with local TV and radio stations interested in capitalizing on the sign's high-traffic location, thereby increasing Thompson's overall advertising footprint even more.



SIGN SPECS

XVS 25mm Color LED
Matrix: 112 x 352
10' High x 29'8" Wide
14 Lines x 70 Characters

Case Study

Founded in the 1920s, Thompson Plumbing Heating & Cooling is regarded as a rock-solid company that provides superb equipment, installation and customer service. Its commitment to excellence has led to expansive growth and the opening of a new, service center on the I-75 interstate. The high-traffic location exposed Thompson to 2.5 million motorists weekly and required a new way to reach them.

Owner Wesley Holm contacted Vince Klusty at Victory Sign Associates (now Klusty Sign Associates) in Cincinnati, Ohio, and trusted their sales professionals to help him find a reliable, reasonably priced LED sign. After pricing several different brands, an on-site demonstration of a full-color, fully animated Watchfire model finally won him over. "The on-site demo was important, because you just don't know what it's going to do until you see it," he said.

What the new sign has done for Thompson, in a word, is work. According to a zip code analysis conducted by Thompson, the company has seen a major spike in customers from nearby parts of town. "We can only assume that is because of the sign," Holm said.

"It gives us great top-of-mind awareness, and that's why we recommend it so highly."

— Wesley Holm, Owner
Thompson Plumbing Heating & Cooling

What's more, local TV and radio stations have been eager to use the sign for their own advertisements. In return for use of the sign, they've given Thompson free TV and radio spots, which Holm says have added up to \$72,000 in advertising annually.

Thompson also donates the use of the sign to local charities, such as the nearby St. Rita School for the Deaf. It's an opportunity to be both philanthropic and fiscally smart, Holm said. "We don't charge them anything, and we get a tax break for it."

A pragmatic and industrious man, Holm continues to seek ways to capitalize on the sign, even he is lobbying local TV and radio stations to start using it as a geographic landmark for its traffic and news reports. "It's a strong piece of our advertising puzzle," he said. "It gives us great top-of-mind awareness, and that's why we recommend it so highly."

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