

RETAIL — Grocery Store :: Tom Leonard's Farmer's Market — Glen Allen, Va.



SIGN SPECS

Sign on Left:
XVS 19mm Color LED
Matrix: 96 x 224
7' High x 14' Wide
12 Lines x 51 Characters

Sign on Right:
XVS 19mm Color LED
Matrix: 144 x 464
9'4" High x 30' Wide
18 Lines x 93 Characters

Background

Tom Leonard's Farmer's Market has offered customers the freshest produce and meat since opening its doors in Glen Allen, Va., in 2004. Owner Tom Leonard decided the store's old letter board sign and banner were too limiting and difficult to keep updated. In addition to this challenge, Tom Leonard's is close to many national grocery chains, and needed a strong advertising solution to compete with them.

Results

Tom Leonard's purchased two XVS 19mm digital signs and had significant sales and traffic increases within five months. The new LED signs drew customers into the store by highlighting specials and reaching local consumers as they drove past the store. Ever since the Watchfire LED signs were installed, sales are up, the customer count has increased, and advertising costs have been cut in half.

Case Study

Tom Leonard opened his own grocery, Tom Leonard's Farmer's Market in Glen Allen, Va., in 2004 after helping his family grow its own grocery and dairy businesses. He used a combination of newspaper advertising, a letter board sign and banner to update customers about store products, but when the 2008 recession hit and lingered, Leonard knew he had to rethink his strategy. He could no longer spend \$15,000 a month on ineffective advertising.

"There was a lot of waste that was unavoidable in newspaper advertising," said Leonard. He worked with local sign dealer in Richmond, Va., to find more flexible advertising.

"Tom wanted to take advantage of his high-traffic location, so I recommended two Watchfire LED signs," noted the local sign company owner. "They would give him the flexibility to advertise weekly or daily specials and bring more people into the store. Reliability, image quality and warranty were also essential."

"Thanks to our Watchfire signs, we are doing very well in a tough economy. Our sales have increased, our customer count is up and we have been able to reduce our advertising budget to \$5,000 a month. I am thrilled with the success of the signs."

— Tom Leonard, Owner
Tom Leonard's Farmer's Market

The digital signs represented a large, but worthwhile investment for Leonard. He purchased two 19mm LED signs: one near the entrance and one on the back of the building facing a busy highway. In addition to advertising grocery items, the versatile LED signs also display Amber Alerts and other informative public safety messages.

The signs' flexibility and visibility to customers made them powerful alternatives to plain newspaper ads. "I didn't think we could afford to not make this investment," said Leonard. The digital signs reduced the monthly newspaper advertising budget to just \$5,000. That added up to about \$60,000 in savings in the first five months of operation.

Tom Leonard's has seen foot traffic and average sales go up since installing Watchfire signs and Leonard couldn't be happier. "Those who invest in their business when times are tough will reap the benefits when things turn around."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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