

Watchfire® Case Study | Watch What Happens

RESTAURANT :: Dairy Queen® – Cuyahoga Falls, Ohio



BEFORE

Background

Bill Marble has owned his Cuyahoga Falls, Ohio Dairy Queen® for the past 30 years. For nearly every one of those years, he could count on his sales to peak in the summertime as families stopped in for Blizzard® Treats, Peanut Buster® Parfaits and other signature DQ® treats. But in 2008, his summer sales were uncommonly flat. With fall approaching, Marble knew he needed a strategy to get his numbers back up before the year's end. Working with Agnew Sign Company in Akron, Ohio, he bought a full-color, 40" x 7' electronic message center from Watchfire.

Results

After having his sign installed in September 2008, Marble's Dairy Queen® saw an immediate and dramatic increase in business. "Here are two numbers – \$2,000 and \$23,000," Marble said. "At the time I got the sign, I was up a little less than \$2,000 for the year. The second number, \$23,000, is how much I was up at the end of the year. That's an increase of \$21,000 in the last three months. Now what would you attribute that to?"

"He's like a kid with a new toy. I'm sure now he just wishes he would have bought it (the sign) five years ago."

— Chuck Agnew, Owner,
Agnew Signs



AFTER

SIGN SPECS

19mm Color LED
Matrix: 48 x 96
40" High x 7' Wide
6 Lines x 19 Characters

Case Study

For nearly 70 years, Dairy Queen® has been an icon in the American fast food landscape. But in a crowded fast food market, an impressive legacy doesn't guarantee great sales. Bill Marble, who owns and operates a Dairy Queen® in Cuyahoga Falls, realized this in the summer of 2008 when his year-to-date sales were only up \$2,000. "The way I see it," said Marble, "If I'm not up more than that, I'm down."

Marble needed to reconnect with the Cuyahoga Falls community. Although his restaurant is located on a busy thoroughfare, his old-fashioned letterboard sign wasn't making an impact on drivers. After conducting some research, Marble decided to invest in a full color electronic message center from Watchfire.

Marble bought his sign from Agnew Signs in Akron, Ohio, which handled the installation and helped with city zoning issues. According to Agnew Signs owner Chuck Agnew, installing an LED sign isn't much more complicated than putting up a traditional sign. "There's a little more welding, because they come in two pieces," he said. "And you have to line up the sensors so you can control it remotely, but that's nothing major. Overall, it takes about an extra four hours."

Once the sign went up, so did Marble's sales. According to a monthly report published by his territory operator, Marble's restaurant had the largest sales increase of all 36 Dairy Queen® restaurants in his region in November of 2008. And that disappointing \$2,000 sales increase through September? By the year's end, it had skyrocketed to \$23,000.

Agnew isn't surprised by Marble's success. But he is surprised by the timing. "He managed to do it in November and December, which would typically be slow months."

Marble credits the boost in sales exclusively to his new Watchfire sign. Now when motorists drive by, they take notice. "I'm sitting in my store right now, and I just watched a truck go by and look at my sign," Marble said. "I love it." And his customers love it, too. "I can't tell you how many positive comments I get on this sign," he said.

"One of the great things about a Watchfire sign is you can change the messages easily, and it works immediately. One day during lunch, we were dead. So I went and changed the sign to advertise 89-cent hot dogs. Within minutes, a customer came in and ordered two hot dogs."

— Bill Marble, Owner
Dairy Queen®, Cuyahoga Falls, Ohio

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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