

Watchfire® Case Study | Watch What Happens

GROCERY :: Lueken's Village Foods – Bemidji, Minn.



BEFORE

Background

Lueken's Village Foods has grown into a beloved, local grocery store chain. Lueken's two stores face competition from others in the busy Bemidji shopping district. The grocery chain worked with sign dealer Ross Lewis Signs to choose color digital signs to replace its old monochrome bulb units.

Results

The color LED signs display products and special offers while being easy to operate. The updated signs also reduced the stores' electricity usage, which fit into Lueken's green business goals. The digital signs have not only made the stores look modern, but the added sales will help the signs pay for themselves within a few years.



AFTER

SIGN SPECS

19mm Color LED
Matrix: 64 x 192
4'5" High x 12'3" Wide
8 Lines x 43 Characters

Case Study

Store Director Brent Sicard was ready for a new look for Lueken's Village Foods grocery stores. Lueken's was one of the earliest businesses in the area to get digital signs, and the award-winning grocery has been recognized as the best small chain grocer in the state. The company needed an advertising solution that would reflect its positive reputation for great service and products.

Sicard wanted a sign that would be flexible enough to reach consumers at all times of the day, so he consulted with sign dealer Ross Lewis Signs. "Ross Lewis recommended Watchfire. We have a great working relationship with Ross, so his expertise was another big factor," said Sicard. Ross Lewis, owner of the sign company, felt Watchfire's Ignite® Graphics Software's ability to edit and schedule messages was a great feature for the grocery chain.

When Sicard saw a demo sign on a Watchfire truck, he knew it was the right thing to purchase. "We got to see it in action, which was huge," Sicard said. Once the LED signs were installed, the color and clarity of the messages translated into higher sales. "Obviously, this is to sell product. We use it for a lot of image ads," said Sicard.

The messaging possibilities are infinite due to the large number of grocery items Lueken's sells. Sicard uses Ignite's flexible messaging capability to remind his customers of what's advertised in the printed sales ads. In fact, some customers even try to get a jump on new sales and surprise deals by asking when the signs change.

The electronic message centers are great showcases for the company's Facebook and Twitter accounts, as well as special store events. "We've gotten a lot of hits on our website [from the sign]," Sicard said. At a time when some traditional businesses still struggle to understand social media and remain competitive, Lueken's stays ahead of the curve with effective advertising on its digital signs.

"An average front page item [on the sign] will see a 25% increase in sales."

— Brent Sicard, Store Director
Lueken's Village Foods

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