

Watchfire® Case Study | Watch What Happens

RETAIL :: PDQ Doors — Milford, Ohio

Background

PDQ Doors has been in business since 1983 selling, installing, and repairing garage doors and pole buildings. They are located in Milford, Ohio, just outside of Cincinnati, and their property borders I-275 — the major thoroughfare around the city that commuters travel every day. About twelve years ago, they decided to take advantage of their location and put up a highway sign to advertise their business. At that time, however, there were strict zoning laws that didn't allow for signs larger than 100 square feet, which wasn't nearly large enough to be seen from the highway. So they were thrilled when the city loosened the zoning restrictions for signage in 2008.

Results

Casey McCreadie, PDQ's general manager, had been shopping around for an LED sign for quite some time, which included taking road trips to see how other LED signs had held up over the years. He wanted an LED sign from the start, and he chose a Watchfire sign because he'd seen firsthand how durable their signs are in comparison to competitors' LED signs. When Watchfire said they would have no problem working with him to create a double-faced sign that could display a different rotation of ads on each side, the decision was made — Watchfire Signs it was. Now that the sign is up, McCreadie says they're getting close to 500 sales per year that can be directly attributed to the sign. Their revenue from that business alone is well over 6 figures annually.



SIGN SPECS

25mm Color LED
Matrix: 160 x 352
14' High x 29'8" Wide
16 Lines x 83 Characters

Case Study

PDQ Doors knows the value of advertising, so they never really questioned whether building a highway sign on their property was the right thing to do. They knew it was a worthwhile business investment. "We typically allocate about 10% of our projected sales revenue for advertising," said General Manager Casey McCreadie, "and in the case of our Watchfire sign, it was well worth the money."

Upon learning they were in the market for a sign, a local heating and air company (who also owns a Watchfire LED sign) recommended local sign dealer Klusty Sign Associates. "As soon as we had our sign variance approved by the city, Vince from Klusty was ready to get to work," said McCreadie. "The process was amazing. Klusty Signs was incredibly efficient, and everything went quickly and smoothly. Everyone at PDQ was impressed by the Watchfire sign and by the entire process."

Since the sign went up, their business has been thriving. "I believe that the sign will pay for itself, if not twofold, long before the end of its useful life," McCreadie said. "In 2010, we got 471 service, installation and material sales in which the customer specifically stated that they learned about us from the sign. Even if customers aren't calling because they saw the sign, they recognize our name because we have the sign, and they will often mention it. The biggest thing the sign has done is create name recognition and reinforce our other advertising."

McCreadie now feels great about the decision to purchase the sign. When asked what it was like working with Watchfire Signs, he said, "Watchfire had to build and program the double-faced sign differently than most signs. We wanted to display two different ads on each side simultaneously, and there were never any complications. We just told Klusty what we wanted, and Watchfire got it done. It was a seamless process. I'd definitely recommend Watchfire to others considering an LED sign."

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— Casey McCreadie, General Manager
PDQ Doors

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

