

PRIME BURGER

SAMSUNG

Samsung Boosting sales through in-store displays

The challenge

To replace the printed board displays at a chain of high quality burger bars with modern smart signage displays

Prime Burger, which has outlets in St Pancras International Station, Euston Railway Station and ExCel London international conference centre, grew as part of the street food movement. Prime Burger started life serving high quality burgers at events and festivals, including Lords cricket, Glastonbury, The Chelsea Flower Show and the London 2012 Olympic Games, and now focuses its efforts on retail outlets rather than events. "We offer High Speed Dining – we guarantee you'll receive a great burger in under eight minutes," says Prime Burger Director Sam Steele.

Last year Prime Burger refurbished its retail outlets, enhancing the customer experience by replacing its large printed menu display boards with smart signage displays showcasing

beautiful, eye-catching images of its range of burgers alongside clear, easy to read menu listings. "As part of the refresh of our stores, we wanted to make our menus easy to navigate," says Steele. "We wanted them to be very picture-led so we commissioned some great shots of our food. Our aim was to install something into our stores to help show these images off."

"We didn't want paper or card menus. We had previously used big printed boards that were above head height and were difficult to swap round every day, when changing from breakfast to lunch menus. They also didn't have the visual impact necessary to really grab people's attention."

Steele says Prime Burger looked at a number of different alternatives before investigating digital signage solutions. Initially, she wasn't massively sold on going down the digital signage route as she perceived there to be "a few barriers to

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**Sam Steele
Director,
Prime Burger**

entry, with expensive screens and complicated back-end systems; it all seemed like an awful lot of stuff to take on board."

Then Steele read about the ease of use of cloud-based digital signage software called Embed Signage and the way it works seamlessly with Samsung Smart Signage displays, which appeared to fulfil the company's requirements.

The customer

High quality fast food outlet Prime Burger, which grew from the street food movement to now have a number of retail outlets in London – at St Pancras International Station, Euston Station and ExCel London.

The challenge

To replace the unwieldy, large printed menu boards Prime Burger previously used with modern, flexible, eye catching digital signage displays.

Samsung products and services

- 8 x Samsung DM48D
- 4 x Samsung DM32D

Benefits

Samsung Smart signage displays, coupled with the innovative Embed Signage cloud-based signage software, provides Prime Burger with the means to display and easily update and schedule menu items, pricing, images and video content of its burgers in-store, which is having a huge impact on sales.

The solution

A mixture of 48-inch and 32-inch Samsung Smart displays for Prime Burger's various retail outlets

Prime Burger consulted with digital menu board solutions specialist Eclipse Digital Media to find out more about how Embed Signage and Samsung displays work in unison to create a powerful digital signage solution. Following this, the company decided to invest in 12 x Samsung Smart signage displays (8 x Samsung DM48D and 4 x Samsung DM32D displays) with Embed Signage feeding content to each display.

"We got in touch with Eclipse Digital and they were so easy to talk to and really supportive," explains Steele. "After consulting with Eclipse, we put in five 48" displays at St. Pancras, which we arranged in portrait orientation. We also put in three 48" displays at ExCel, but in a landscape arrangement, while we put in four 32" displays at Euston as the ceiling is so low there isn't enough space for the larger screens."

The content displayed over multiple screens at each Prime Burger outlet varies according to the venue, but typically one or two displays show the menu, while the others show mouth-watering imagery of the different burgers and side dishes, all updated using Embed Signage.

The 'food' screens display a mixture of still images and video and are regularly updated using Embed Signage. As Steele explains: "Eclipse Digital created templates for the layout of the screen displays, based on our designs. So when we update the displays, we just create the new artwork and email landscape and portrait versions over to Eclipse. They then remotely update the content on the displays in each of our stores, and that's it. It's a really

painless process, and all I have to worry about is updating the artwork."

With the Samsung displays now in place at all Prime Burger outlets, Steele says she's been taken aback by the impact the screens have had at its stores. "They have really great image quality and bring our beautiful food imagery to life and do justice to our images. I've seen digital displays in other outlets where the retailer doesn't invest in taking such good, high definition photos, which lets them down. Our images and videos really stand out on the Samsung displays – the Smart display menus really add to the overall impression of quality at our outlets."

The result

A huge increase in sales compared to the retailer's previous setup

The Smart signage displays at Prime Burger's main ExCel store (it has two outlets in ExCel – its main burger bar and a separately branded Rotisserie Chicken kiosk) were installed six months ago and have made a remarkable difference at the store, with sales up significantly year-on-year.

As Steele explains: "Our store has been in the same position in the boulevard at ExCel since 2009. Last year we reconfigured it a little, adding an additional till and simplifying our menu, but a big change, of course, was our Samsung digital menu boards powered by Embed Signage. Out went our flat, white, static printed boards that weren't eye catching, and in came the new displays, which have proved a great investment. At one event at the ExCel, we saw a sales increase of nearly 50% compared to the year before."

The quality of displays hasn't gone unnoticed by ExCel either, with its Director of Retail saying

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Prime Burger has set the bar higher than the other outlets in terms of the retail experience. "There's a lot of snobbery about digital displays in artisan food retail and we've shown you can really make it work by investing in quality and great imagery," sums up Steele.

"ExCel has 35 retail outlets on its main boulevard, including some big food retail brands, and we are the highest selling outlets on that boulevard. ExCel loves what we've done with the displays and loves how they really fit into the environment there. We're now looking to expand into airports and stations, and will replicate the same setup there too. The Samsung displays and Embed Signage have already become an integral part of the premium look and feel of Prime Burger."



Contact details

Visit: www.samsung.com/uk/business

Email: BusinessUK@samsung.com

Tel: +44 (0) 1932 455 000

Samsung Electronics (UK) Ltd
Samsung House, 1000 Hillswood Drive,
Chertsey, Surrey, KT16 OPS, United Kingdom

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