

LG Electronics Partners with YCD Multimedia to Brew Customer Satisfaction for Aroma Coffee Chain

Goal

Communicate daily specials, price changes and new menu items, as well as old favorites

Solution

55" LCD widescreen HD capable display monitors and multimedia platform from YCD Multimedia

Results

Versatile digital menu boards that are easy to manage and update with multiple items

In January 2012, Aroma Espresso Bar saw the opening of its fourth location on Church Street in New York City. The newest addition to Aroma's considerable growth into US and Canadian markets features a large-scale, centrally-managed and independently-controlled digital merchandising and ambiance solution using a combination of LG's 55" LCD Widescreen HD Capable Display Monitors (model M5520CCBA) and a comprehensive multimedia platform with remote management from partner, YCD Multimedia.

The installation combines the best of digital display technology with the industry's leading multimedia solution provider and was designed to specifically cater to Aroma customers at the Church Street location, while providing the ease-of-use necessary for remote management at Aroma HQ.

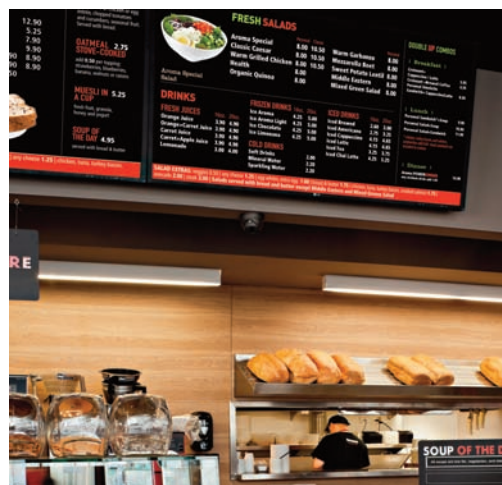
COMPLETE SOLUTION

Digital marketing is not a new concept to this international brand. However, the new Church Street location is the first design and deployment in the United States that features a complete digital architecture that includes everything from digital menu boards and ad screens at each POS, to music and synchronized content developed in-house at Aroma and streamed directly to customers via the customized LG/YCD display solution.

STUNNING AND ECO-FRIENDLY DISPLAY TECHNOLOGY

Using the LG large format LCD monitors provides Aroma with vibrant, high-quality visuals on an impressive scale; creating a stunning backdrop, while simultaneously enhancing customer experience. With full HD 1080p resolution, the 55" LCD Widescreens are designed for 24/7 continuous operation and feature landscape, portrait and tile mode matrixing applications, enabling them to adapt to a range of signage needs.

With an ultra-thin bezel (18.9mm) and sleek design, the commercial-grade displays blend seamlessly into Aroma's existing store design.



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“Using the combined LG/YCD solution has become a valuable marketing tool that helps maintain up to date marketing efforts by changing and modifying our digital menu boards as soon as we need to present new items and customer messages”

“The availability of these flexible options saves us time and money while also creating a seamless marketing experience for our customers and our employees.”

Gil Kiryati,
CEO of Aroma
Espresso Bar –US

In addition to presenting a design-friendly solution, the ultra-wide screen displays are also eco-friendly, providing Aroma peace of mind through power saving options and ENERGY STAR® 5.0 compliance.

CENTRALIZED MANAGEMENT

For efficiency and ease-of-use, a single platform for remote management was critical to the success and cost-effectiveness of everyday operations at Aroma. Through YCD|RAMP (Retail Advertising Merchandising Platform) executives are able to control all of the elements of in-store digital merchandising through a single interface.

Not only through menu boards and AdScreens, but additional zones of fully synchronized visual content and in-store music are managed, updated and monitored through an online platform that can be accessed from any computer.

INDEPENDENCE IS COST-EFFECTIVE

Aroma saw the LG/YCD installation as not only an efficient method for remote management, but also as a valuable tool for reducing operational costs. With the built-in capability to modify content for existing templates, content created in-house at Aroma can easily be modified and updated to reflect changes in pricing, menu options, promotional items and even color-scheme.

SCALABILITY

For a growing franchise or chain, with the potential for numerous regional locations in many geographic areas, the digital display solution is an effective tool for comprehensive, centralized and remote management. Aroma, known as Israel's largest café chain, with numerous locations throughout the world, has seen recent positive growth throughout North America.

The LG/YCD solution provides for a Platform than can easily grow with Aroma, not only providing the right digital merchandising solution, but also providing a tailored functionality that keeps cost low, while creating the right atmosphere for the customer.