

A Chicago Institution Uses EzSign TV from LG Electronics to Deliver More than World Famous Pizza

Goal

Fulfill the desire for a more effective means of information delivery with a revamped appearance

Solution

42LV355B 42" class
(42.0" measured diagonally)
LG EzSign TV

Results

A cost-effective, professional-grade digital signage system that allows new customers and local patrons to see current specials or important product information

Pizza is a longstanding tradition in the Chicago culinary scene. So much so, that a few key variations of the dish have even been coined "Chicago-style." Whether it's deep-dish or stuffed, people travel from all over and wait hours just to eat it.

Yet, Robert Marquez, the Assistant General Manager of Chicago's Famous Giordano's Pizza on Rush Street, wants people to know that Giordano's offers more than just pizza. Unfortunately, for a company with the slogan, "Chicago's World Famous Stuffed Pizza," and whose clientele largely consists of tourists, this isn't always easy to do. Each rotation of the revolving entrance door is a reminder of the constantly changing customer base that moves in and out of this Chicago hotspot every day.

A family restaurant started in 1974 by Italian immigrant brothers Efen and Joseph Boglio, Giordano's was created in memory of their mother's recipes and in an effort to combat the

lack of authentic pizza available in the Chicago area at the time. Now, a restaurant chain with 43 restaurants in Illinois and Florida, Giordano's menu currently features more than 60 items.

A CHICAGO TRADITION MEETS WORLD CLASS TECHNOLOGY

With daily specials including pasta, soup, salads and sandwiches, and of course, their famous stuffed pizza, it can be a challenge to communicate information quickly to a customer base that is constantly being refreshed.

Like many restaurants, the primary method that Giordano's had been using to share this information with customers was print signage in the restaurant, such as table tents located on each tabletop in the dining area. Aside from their bland aesthetic and forgettable presence, these tents needed to be updated frequently, a process that not only wastes resources, but valuable staff time as well.

Marquez knew that these methods were in need of change. To fulfill his desire for a more effective means of information delivery with a revamped appearance, he determined that a 42-inch class EzSign TV from LG Electronics was the right choice.

LG's EzSign TV, a new turnkey digital signage solution, offers business owners a vehicle for displaying branded messaging while simultaneously showing broadcast television or other video content, providing entertainment for customers while also allowing business owners to deliver specific messaging.

EzSign TV—A SOLUTION WITH ALL THE TOPPINGS

Because EzSign TV is an all-in-one digital signage solution, it eliminates the need for multiple devices, offering a convenient and efficient way to communicate with customers. In addition to the



LG CASE STUDY | RESTAURANTS



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Robert Marquez,
Assistant General
Manager

display itself, the package includes software that gives owners a choice of more than 50 templates that can be customized with proprietary images and text.

“EzSign allows us to make our new customers aware that we have much more to offer than just our trademark pizza. We offer pasta, soup, salads, sandwiches, and much more,” said Marquez. “Plus, it allows our new customers and local patrons to see current specials or important product information. EzSign digital signage opened up for us a wonderful opportunity to reinforce what is great about Giordano’s, while advertising our other great menu selections.”

The EzSign TV was installed in the corner of Giordano’s main dining area and strategically positioned in a spot that would achieve the most customer visibility. With EzSign TV, newer and more relevant content can be displayed and communicated to customers. From bar specials and Foursquare discounts to Twitter and Facebook promotions, customers are no longer missing out on great deals that they may not otherwise have known about.

In addition to displaying restaurant and menu specials, the EzSign TV is also used to display recent pictures of celebrities visiting the restaurant, emphasizing just how famous and frequented this Chicago staple really is.

FAST DELIVERY OF FRESH CONTENT

Once the EzSign TV (model LV355B) was mounted, installation of the software was fast and easy. In a matter of 10 minutes, Marquez had downloaded the EzSign TV software to his laptop and begun building templates.

The process for content creation only took four simple steps: selecting a template, uploading pictures, updating text and exporting to the USB drive. As the daily specials are constantly changing, Marquez selected one basic template to work with and made four versions that are rotated throughout the week. After the templates were completed, he moved the finished versions to the display via USB drive, which the display automatically recognizes and reads.

RECIPE FOR EFFECTIVE COMMUNICATIONS & CUSTOMER SATISFACTION

Giordano’s flagship 730 N. Rush Street location in Chicago is the first location testing the effectiveness of using the LED backlit EzSign TV. Marquez hopes that, as EzSign TV continues to prove successful in his restaurant, the company will consider installing EzSign TVs in other corporate, as well as franchise, locations.

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This popular Giordano’s location was looking for a way to differentiate itself, capture its customer’s attention and, above all, make sure its messages were getting through. They achieved this goal and more using EzSign TV.

Giordano’s now has a cost-effective, professional-grade digital signage system that Marquez and his management team can control completely, from content creation to scheduling. Most important, the addition of digital signage does not restrict his ability to manage the restaurant and staff, allowing them to best serve their customers and deliver value above and beyond what was possible with traditional signage