



A.D. ENGINEERING INTERNATIONAL  
MAKE IT HAPPEN

## MUZZ BUZZ

### Effective Roadside Promotion with our Full Colour Transportable Variable Message Sign / VMS Trailer



Actual images on sign:



#### About the Company

Muzz Buzz is an Australian owned and operated drive-through coffee franchise chain which was formed in response to growing Australian tastes for premium coffee which was, at the time, not commonly available within the Perth metropolitan area in drive-through form.

Muzz Buzz prides itself for serving sensational coffee that's quick, convenient and satisfying.

#### Challenges and Objectives

- ❖ Promote Muzz Buzz distinctive brand and products
- ❖ Advertise Muzz Buzz products, promotions and special deals
- ❖ Generate more business and increase sales

#### Actions

Muzz Buzz sales & promotion strategy consisted of using Transportable Variable Message Signs / VMS Trailers to advertise their products and special deals at their stores' roadside. As they intended to display colourful and vibrant images, Muzz Buzz initially rented A.D. Engineering International's Full Colour Picture Capable VMS Trailer.

Muzz Buzz's vibrant and colourful advertising turned out to be very appealing and stood out, grabbing the attention of passing traffic. As a result, the company has so far purchased 3 Full Colour VMS trailers which they rotate between their outlets. Prior to buying their 3rd VMS trailer, Muzz Buzz rented an alternative, text only, sign to support their outlets in Victoria, but the sign made no difference to their sales. Muzz Buzz then purchased an additional full colour picture capable sign from us for use in Victoria.

#### Results

The feedback from Muzz Buzz stores has been incredibly positive regarding the impact of these signs on their business. It was reported that all stores experienced a significant and noticeable sales increase on every occasion the sign was placed at their store. One store in particular reported their biggest sales week in their trading history, during a typically quiet time of the year.

#### Our Solution

AD320 Full Colour Transportable Variable Message Sign (TVMS) features a large 2.82m x 1.28m LED display area capable of displaying full colour high-resolution images and graphics, not just text. The LED display software provided allows anyone to easily set up a presentation with multiple images.

As well as its informative and advisory purpose for road and highway use, A.D. Engineering International's Full Colour VMS Trailer is ideal for advertising and promotion of businesses, products, events and special deals. Our Full Colour TVMS is set to revolutionise retail roadside promotions, making your message stand out and never go unnoticed anywhere at any time!

To make this work for your business, please contact our sales team today.

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