

Rina's Kitchen

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



About the Company

Rina's Kitchen is a small Lunch Bar & Catering located on Oxleigh Drive in Malaga, Perth-WA. Caterina, the owner, prides herself for serving yummy homemade food and sensational pure Arabica Fiori coffee every day.

Malaga is a typical industrial area with several manufacturing companies and depots. The area has plenty of small Lunch Bars, like Caterina's, competing with each other.

Challenges and Objectives

- ❖ Promote Rina's Kitchen Lunch Bar & Catering
- ❖ Promote Rina's Kitchen yummy food & fresh coffee
- ❖ Attract more passing by customers and increase sales

Actual images on sign:



Actions

Rina's Kitchen placed our VMS Trailer by the roadside just outside her Lunch Bar, which is located in a busy main road in the heart of this industrial area.

We used very appealing pictures of food and drinks to advertise their products and attract passing-by customers. The roadside advertising was in place for a continuous two weeks and consisted of a few rotating slides (example shown).

Results

The sign has made a big impact on the sales of this small Lunch Bar, increasing customer numbers by 20%. Previous to having the sign they had on average 66 customers a day. When the sign was in place the average increased to 84 and has since dropped to around 78. Location of the sign also affected their sales...

"I found the sign most effective facing Illawarra Cres as it was very visible from both roundabouts. I would happily advise other business looking to increase their sales to use your signs. I would like to re-book the sign in mid-October for another 2 weeks together with 2 other companies in my complex" (Caterina).

Our Solution

AD320 Full Colour Transportable VMS / VMS Trailer 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 you 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 AD320 is ideal for advertising and promotion of businesses, products, events and special deals. AD320 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.