



**INDUSTRY:** Gas Station/Convenience

**PROJECT:** Tom's Convenient Store Chain

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## **OVERVIEW**

A NE chain of convenient stores (*Toms Convenient Store Chain*) introduced digital signage to enhance their consumer experience within their various retail locations. Given the cost of traditional digital signage solutions, they installed several 42" HD flat panel Television's that were connected to DVD players and tried to accomplish such a task.

## **CHALLENGE**

Given the geographical distance between each location, the individual responsible for changing the content on the screens was required to physically drive to each location and change DVD's as frequently as product promotions changed, incurring significant drive time and gas consumption.

## **SOLUTION**

The decision was made to replace those units with SP series of network connected digital signage displays. Each store was built out with at least a single large panel HD display (if not multiple) that connected via the existing internet router within the store location. A static IP was assigned to the device and connection the Sign Passage "cloud" network was established, providing the ability to manage content remotely.

## **RESULT**

Given the decision to replace the TV and DVD combinations with a network connected solution, this store chain experienced a significant reduction in the time spent by staff traveling to multiple store locations to change discs, further providing more time for those individuals to focus on productive corporate task.

By making the decision to switch to the Sign Passage solution, Shipley's Energy increased efficiency, while reducing cost and simplified the process of changing in-store marketing collaterals.

## **SUMMARY**

Today, Shipley's Energy enjoys the benefit of remote management of their in-store marketing collaterals. The marketing department creates approx 15 new video promotions each month that ultimately create a dynamic customer experience, drive greater product sales, while reducing travel time and cost, ultimately increasing employee efficiency. Shipley's is in the process of incorporating the Sign Passage solution into a greater number of locations within the chain.

Here is a quote from Chuck Ryan (Head of Creative & Graphic Design) at Shipley's Energy.

*Innovative! Smart –looking! Immediate Impact!*

*Those 3 phrases are what I would use to describe the SP 4200 displays we are using in our convenience stores.*

*Not only do these screens look good, they perform better than I expected. I used to have to drive over 50 miles in a single day per, once a month to distribute the DVD's I created to show shoppers the special food and drink deals we do every month at our stores. Now I simply send the videos I make to the SP Series screens via the internet using the "user friendly" Sign Passage web application. It even does still images for those us who want to keep their marketing program simple and keep prices under budget.*

*-Chuck Ryan, SHIPLEY ENERGY*

## **Sold and Installed by a Traditional Sign Company**

This sale, installation and ongoing media support was not provided by a Pro AV or IT company. Signs by Tomorrow of (York PA) has provided printed window film, in-store price tags & signage for many years to Shipley's Energy. Rob Kaun (Owner) of the SBT franchise sign shop recognized the paradigm shift in his industry and added digital signage to his companies offering. Today, Rob has built a network of displays that he provides digital video and static content for.

(<http://www.signsbytomorrow.com/york/dynamic-digital-displays.aspx>)

