

Dunkin' Donuts, Bangkok

Digital menu board draws customer attention
to special product promotions

“Although we’re still several months away from completion of this initial feature product test, we’re already seeing very positive signs and we expect it to be a complete success.”

Robert Newman
Construction Manager, Allied Domecq

The 3,000 square-foot Dunkin' Donuts store in Siam Square, Bangkok, is a flagship among the 150 outlets in Thailand. Located where two main light rail lines converge in the central retail district, the store is popular among tens of thousands of commuters that pass through the Siam Station each day and stop to purchase donuts, coffee and other specialty food and beverage items.

As part of a multi-faceted worldwide image-building strategy, Allied Domecq—the parent corporation of Dunkin' Donuts, Baskin Robbins and Togos sandwich restaurants—began a remodeling program that included updating the Dunkin' Donuts Siam Square store. An integral part of the remodel was the installation of a Clarity digital menu board system comprising Clarity Leopard digital displays, a Digital Media Controller, and SignSuite™ content management software.

The company felt the Digital Visual Messaging (DVM) solution developed by Clarity had the potential to significantly increase sales by more effectively drawing customers' attention to featured menu items. “We also believed it had entertainment value that would entice customers into the store and lead to longer stays and repeat purchases,” said Robert Newman, Construction Manager of Allied Domecq.

Pilot program immediately doubles store traffic

Based on that promise, the Siam Square Dunkin' Donuts store embarked on a nine-month pilot test of the Clarity digital menu board system. Clarity provided system integration and project management services to help create an overhead banner configuration behind the counter.



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The Leopard rear-projection display is ideal for the quick-serve restaurant environment because of its lightweight, low-profile design that features a 10-degree slant for optimal overhead viewing. It incorporates innovative Advanced Performance Liquid Crystal Display (AP/LCD™) technology for superior image quality and can be mounted flush against any wall, ceiling or solid surface.

To effectively measure the impact of the system on sales, Dunkin' Donuts decided to use the digital menu board to feature a special promotion for a specialty coffee drink. The company worked with Clarity to create a four-minute program loop intermixing full motion video and multiple still images to show the drink special—complemented by scenes of coffee being poured and beans being scooped.

“When we opened the remodeled store in November 2000, we were extremely surprised and pleased by the initial results,” said Newman. “In traffic counts over the first two weeks of digital menu board operation, transactions jumped 100 percent, from 900 to 1,800 per day. That convinced us the technology made a big difference.”

The DVM system is also attracting a larger percentage of 16 to 24 year old customers, a demographic that represents significant opportunity in a country where 30 percent of the population falls in this age group. “Younger

people are coming into the store on a regular basis and staying for longer periods. It's not unusual to see 50 people inside at any time doing schoolwork or conducting business,” said Newman. “At our coffee competitor's store across the street, we rarely see such sustained traffic.”



The solution

The Dunkin' Donuts Siam Square digital menu board consists of:

- *Four Leopard (VN-3820-VA) 38" digital displays with Advanced Performance Liquid Crystal Display (AP/LCD™) technology*
- *Clarity Digital Media Controller (DM-301)*
- *SignSuite™ content management software*
- *Clarity system integration services*
- *Content developed jointly by Clarity and Dunkin' Donuts including a four-minute video loop with welcome messages and product promotions*

Digital Visual Messaging allows company to test new combinations

The company is also testing the system's impact on combination sales—such as a specially priced donut item and a coffee mug—which are an important contributor to the Dunkin' Donuts revenue stream. “We're still tracking sales for this campaign, but we expect a high level of response to the promotion, which should make the case for doing it with a variety of different product combinations and in a number of different seasons,” said Newman.

An equally strong potential exists in Allied Domecq combination stores that are being planned to house Dunkin' Donuts, Baskin Robbins and Togos side-by-side, each with its own digital menu board. “We'll be able to control each menu suite from a single point, which will make the creation, display and change of any and all of them very fast and easy,” Newman added.



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