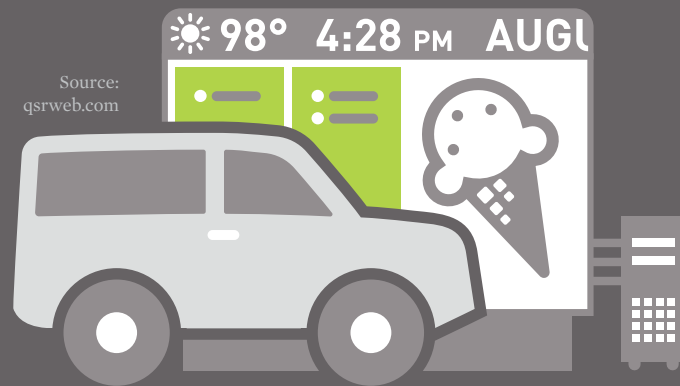


ADDING SIGNAGE TO THE MENU

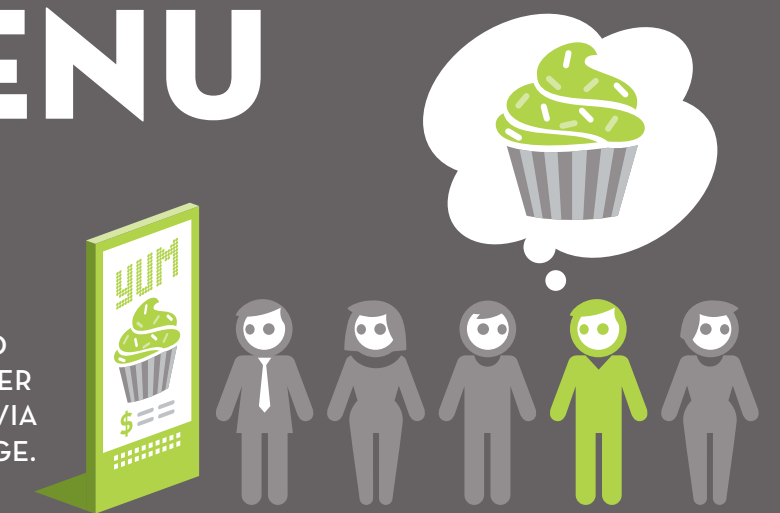
YOUR CUSTOMERS WILL JUDGE YOUR BRAND BEFORE EVEN TASTING YOUR FOOD BASED ON THE LOOK AND FEEL OF YOUR STORE ENVIRONMENT AND THE EASE OF NAVIGATING THE ORDERING PROCESS. BY FEATURING PRODUCTS SEPARATED BY DAY PART, ENABLING INTERACTIVE MENU SELECTION AND IMPLEMENTING LOCAL STORE MARKETING YOU CAN BUILD BRAND LOYALTY BY CREATING A COMFORTABLE AND FAMILIAR CUSTOMER EXPERIENCE. COMBINING CREATIVE USE OF PRINT AND SMART USE OF THE LATEST DIGITAL TECHNOLOGY CAN NOT ONLY ENHANCE CUSTOMER'S ENJOYMENT OF YOUR RESTAURANT, BUT HELP BOOST YOUR BOTTOM LINE.



1 IN 5

PEOPLE MADE AN UNPLANNED PURCHASE AFTER SEEING AN AD VIA DIGITAL SIGNAGE.

Source: SignStix



FAST FOOD RESTAURANTS SAW A **3-5% SALES BOOST** AFTER INSTALLING DIGITAL DRIVE THRU MENUS.

68%

BELIEVE THAT SIGNAGE REFLECTS THE QUALITY OF A BUSINESS AND THEIR PRODUCT.

Source: FedEx

85%

OF CUSTOMERS LIVE OR WORK WITHIN A 5-MILE RADIUS OF YOUR BUSINESS.

Source: signs.com



THEY WILL POTENTIALLY SEE YOUR SIGNS **50-60X** PER MONTH.

Source: signs.com

ON AVERAGE, ONE ADDITIONAL ON-PREMISE SIGN RESULTED IN AN INCREASE IN ANNUAL SALES REVENUE OF

4.75%

Source: FASTSIGNS



Source: Visualogistix clients

VISUALOGISTIX' BRANDED MARKETING PORTAL REDUCES THE TIME IT TAKES TO ORDER MARKETING MATERIALS BY UP TO

70%



FRANCHISEE USE OF MARKETING COLLATERAL INCREASED BY

10X

WHEN USING THE VISUALOGISTIX BRANDED MARKETING PORTAL.



FOR EVERY 1 DOLLAR INVESTED IN LOCALIZATION, 25 ARE RETURNED.

Source: commonsense advisory.com