

Westgate Resort & Casino Las Vegas Deploys Signagelive to Enhance Customer Engagement



Westgate Resorts is the largest privately owned timeshare resort company in the world and has over 30 properties spanning across North America.

As one of its largest properties, Westgate Las Vegas Resort and Casino serves as a hub for conference-attendees and nightlife seekers alike thanks to its convenient location adjacent to the Las Vegas Convention Centre and just one block from the Las Vegas Strip.

WGLV features a unique blend of excitement with incredible restaurants, amenities, entertainment and a lively casino that is home to the world's largest Race & Sports Book, featuring the largest indoor LED screen in the world.

The Opportunity

DCBolt Productions was selected as the preferred provider to design, install, commission, manage and create custom content for digital signage at Westgate Las Vegas Resort & Casino.

The Westgate Las Vegas marketing team wanted to reduce its dependency on printed material and needed a reliable means of communicating key and timely information digitally to guests and staff. Westgate needed a way to drive guests to restaurants, the convention centre and streamline their campaigns and on-premise promotions for ticketed entertainment and other amenities.

Over 150 digital signage displays, including custom LED screens, 4K video walls, HD displays, and projections, needed to be individually controlled and managed by various teams.

With Signagelive as the backbone, DCBolt presented a turnkey solution for the digital signage system, and delivered a wide range of content including wayfinding, restaurant menus, interactive social media display walls and custom eye candy that allows guests to connect with the Westgate brand.



Key Project Requirements

- Drive traffic into the stores, restaurants and theatres
- Increase brand recognition through custom 3D content / brand animations
- Translate static promotional flyers/ graphics into motion graphics
- Collaborate with the Westgate Marketing team to produce motion graphics based on pre-approved designs / stills
- Promote events, ticket sales, and timeshare sales
- The ability to create content for multiple resort locations & manage content centrally, regionally and locally
- The ability to launch campaigns instantly
- Increase revenue while decreasing hardware and software costs

The Digital Signage Network

The digital signage network currently comprises of over 50 displays and 4 promotional broadcast channels that stream to each hotel room.

On the first floor the main displays consist of 4 sets of 3x1 configurations, which display way finding and intermittent advertisements for retail and restaurants. There are 7 sets of 2x1 configurations also displaying wayfinding and intermittent advertisements for retail and restaurants and an additional 15 custom LED screens. 2 sets of 2x5 Video Walls (with more to come) are located in the elevator bays, which display mostly custom eye candy / 3D branding motion graphics content created by DCBolt's design team.

There are 10 Digital Menu Boards installed in the restaurants.

Key Project Stages

- Rolling out the Signagelive network throughout Westgate Las Vegas Resort & Casino property and convention centre.
- Utilise / Configure existing network infrastructure and media hardware for Signagelive - (completed April 2017)
- Migrate USB content to Signagelive
- Provide ongoing support and maintenance as the resort undergoes renovation and upgrades. More digital signage displays will be added throughout the resort.
- Rolling out the Signagelive-powered network to other Westgate Resort locations.





The Benefits of Signagelive

Signagelive has provided WGLV with an intuitive, reliable and cost effective means to centrally manage its digital signage network and has decreased software costs by over \$10K annually.

Previously many displays at WGLV were powered by USB drives, content is now uploaded and stored on the Signagelive cloud platform providing WGLV with a centralised location for storage purposes. The cloud-based management system has reduced overall installation costs and the process of updating content, measuring accountability and managing tasks can now be carried out from a single location.

Scheduling promotional content has never been easier and using the Signagelive Proof of Play reporting module, management staff can report on campaign results in a meaningful way, ascertain which promotions are the most popular and adjust/amend promotional activities to allow for new revenue streams

The Future

The rollout is an on-going process as Westgate Las Vegas continues to add new displays throughout the Las Vegas resort. DCBolt continues to support Westgate on a strategic and content development level, expanding the digital signage network and providing creativity through digital art that drives the Westgate brand.

"We've worked with a wide range of digital signage platforms in the past, and Signagelive is now our preferred CMS thanks to its versatility, intuitive interface and robust features. It was the obvious choice for Westgate because of its usability and scalability - From single menu screens to property-wide signage - it covers all the bases.

Westgate has 33 properties to manage, each with different products, campaigns, promotions and events, so scalability was a key consideration. As an enterprise solution, Signagelive has been flawless. Its simple scheduling and publishing workflows make managing content a breeze so we can focus on the more creative aspects of our work."

Devin Wambolt at DCBolt Productions

