

Case Study: Tossed

## Tossed Implements Digital Signage Network Powered by Signagelive



the healthier eating place

Tossed first opened its doors in Sheldon Square in 2005, and now offer 14 shops to choose from in central London. The mission was simple; to create a new, healthy and exciting food experience, that didn't compromise on taste or portion size, for the UK market.

They are also present at two major shopping centre food court units and for those on-the-go can stop in for their fix at selected Welcome Break service stations.

### The Opportunity

Tossed were previously using printed vinyl window graphics, which needed to be updated seasonal. This solution proved to be expensive to install and time-consuming to change.

A faster, easier-to-update solution which also complimented their new in-store digital ordering technology was required.

Tossed compared the cost of installing printed graphics and the potential increase in sales from having the ability to update their marketing campaigns much more quickly and responsively.

Franchise partner Welcome Break were already using Signagelive in its stores and so were chosen to implement the new digital signage solution.

### The Digital Signage Network

Digital screens are used in store windows to display promotional graphics and menus.

LG webOS screens are being used and sizes range from 32" to 65" used in portrait and landscape. 65" portrait screens are used in-window for advertisements and promotions to capture customers' attention with dynamic content/videos. Some of the smaller screens are used in landscape format to show digital menus.

There are currently approximately 50 screens across Tossed stores and Welcome Break sites - 27 screens in their main stores, 14 in the Dubai stores and 16 in the Welcome Break stores.

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## Key Project Requirements

- A time and cost effective alternative to producing the current, seasonal printed posters.
- To display exciting content to attract and engage customers.
- The ability to update marketing campaigns more or less instantly, and to display various content, rather than just one fixed printed graphic.

## The Results

Tossed are able to promote offers at specific times and in a very quick turnaround time, helping to boost sales in slower parts of the day and in targeted stores.

There has been an improved uptake of marketing campaigns and offers when marketed on digital screens compared with previous vinyl graphics.

Tossed now have the ability to update their marketing campaigns more or less instantly, and to display a range of engaging content, rather than just one fixed printed graphic.

Signagelive allows Tossed to remotely control and update the menus when necessary, and also schedule menus for different times of the day so they automatically switch over.

"Signagelive provide an excellent, intuitive system to publish dynamic marketing content to our digital screens, perfect for displaying and easily updating our menus, and promoting both large and small-scale marketing campaigns. The support team is excellent and always available for any questions or issues."

Lisa Prisk  
Head of Creative, Tossed

"As an Integrator the LG System on Chip Screens utilising the Signagelive Platform are great to install. The programming is very simple and can be done off site. When installation takes place on the clients site, no separate signage player is required, connect them to the Network and plug in the power and away you go. Content can be created using the Signagelive portal from any web connected device so content can be delivered quickly to the screens once installation has been completed."

John Andrews  
CTS Technical Sales Manager  
Saville Audio Visual

"The combination of LG webOS displays and Signagelive is a compelling proposition for Tossed who wanted the advantages of digital menu board to attract and inform customers, but did not want the cost and hassle associated with separate displays and media players.

In addition, our ability to deliver layered image, video and HTML5 content allows high quality visuals to be combined with dynamic product and price updates from Point of Sale systems or even just a spreadsheet."

Jason Cremins  
CEO, Signagelive

