

HOSPITALITY

Eat with your eyes: Elevating the fast food experience

BRIEF PROFILE

Place: Philippines

Industry: Hospitality

Solution:

- SMP-NEO x 8

McDonald's

McDonald's, the largest burger franchise, has more than 36,600 branches in 119 countries, nearing 500 just in the Philippines. With extensive selections, customers spend considerable time on the vibrant and colorful menu boards in the restaurants, making it the most important part of communication. McDonald's Philippines decided to implement digital signage e-menus in 2 of its most high-traffic branches in 2016.



Background:

For the past decade, food and beverage industry has been implementing electronic menu boards to better allocate labor resource and engage customers. Bigger chains also adapted Digital Signage to raise brand awareness, and maintain constant modifications to a variety of selections that meet the market needs. McDonald's is no different, being one of the world's leading fast food giants.

Solution:

Partnered with MEDIACAST, a local prestige system integrator, CAYIN deployed video wall solutions, including SMP-6000 and SMP-8000 along with Professional LFD Displays to 2 major restaurants in the Philippines. The vivid colors above the counter relive McDonald's jolly motto, "I'm lovin' it", while the McCafé holds a more settled tone of a sophisticated coffee shop.

The eye-grabbing menus over the counters are even more appealing with promotions rolling through across the 1x4 video wall. McDonald's not just keeping the food fresh, but also the whole dining experience, making it easier to connect and engage with its hungry customers. With the new menus, maintenance has never been easier. By setting up automated schedules, crew members no longer have to climb the ladders and make the board-swap between breakfast and lunch. Adding new items and prices or promotions is also just a click away.



Conclusion:

Thus far, 2 flagship branches have installed CAYIN's digital signage solutions as examples for franchises, and the results have been satisfying. The project has great potential as the franchises join in on the action and switch from light box boards to e-menus, enhancing the communication between brand and customers.

CAYIN Technology in Brief

CAYIN Technology is a 12-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

Mediacast Digital Group in Brief

Mediacast Digital Group Inc. has been successful on providing full digital signage solutions in the Philippines since its foundation in 2009. The company has served as digital intelligence to various industries such as hotels, restaurants, universities, malls and other establishments and institutions. To provide full digital solutions to clients is the company's main priority.



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