

Making Appealing Impressions with Vehicle Wraps and Digital Signage

The Opportunity

BRYN & DANE'S operates independently-owned healthy fast food restaurants that compete in the crowded local dining segment. Growing steadily over the last few years, the restaurant has turned to FASTSIGNS® for unique signage to set their brand apart. With a third location under construction, BRYN & DANE'S continues to expand their business.

The Challenge

Meeting with FASTSIGNS to discuss their challenges, the owner of BRYN & DANE'S wanted to update their marketing and keep up with a flurry of menu changes. The FASTSIGNS team had already created eye-catching interior signs and informative menu boards when BRYN & DANE'S requested even more flexible solutions. The restaurant owner wanted to get their brand into the hands of the community and establish a regional presence.

The Solution

FASTSIGNS consulted with BRYN & DANE'S on providing catering trucks to take the restaurant on the road for local and regional events. According to FASTSIGNS' Clint Ehlers, the scope of the project was huge – literally.

“We often step outside our normal business to deliver unparalleled customer service for our FASTSIGNS customers - i.e., finding and brokering the purchase of two catering trucks,” Ehlers remarked. “Our team wrapped the 26' long



catering trucks with 3M IJ180 graphic film and outfitted them with digital displays and stereo systems.”

The catering trucks express BRYN & DANE'S brand personality with their healthy slogan, “Join the Fast Food Revolution” and a larger than life cartoon created by an animator. Designed to generate brand awareness, the vehicle wraps establish the restaurant name in the community and represent BRYN & DANE'S during special events and lunch deliveries.

Inside each cafe, FASTSIGNS placed 46” ViewSonic digital kiosks with promotional content to advertise Happy Hour and other special events.





Prior to the grand opening of the newest location, content on the digital kiosk informed customers in the cafe that, “We’re Growing. You’re Slimming.” Ehlers noted that the digital kiosks solve the need for easy updates and flexible announcements.

“FASTSIGNS installed another digital kiosk to roll out BRYN & DANE’S breakfast menu along with messages promoting new locations,” he explained.

In addition to digital signage, FASTSIGNS created simple, cost-effective interior décor solutions such as framed artwork and point of purchase signs. Running with the café theme in décor and graphics, the signage touts the benefits of healthy fast food, daily specials and branded merchandise. The FASTSIGNS team provided a simple solution for décor signs using painted lettering on wood that portrays a fresh, contemporary look.

The Result

“BRYN & DANE’S just thought of FASTSIGNS for banners,” Ehlers said. “The more we talked about becoming a marketing partner and offering strategic resources, the more projects we find to expand their business.”

FASTSIGNS continues to work with the restaurant and plans innovative signage executions including a full digital wall for menu boards in the newest location. It’s exciting to watch BRYN and DANE’S outpace the competition and hit record sales each month.

*FASTSIGNS® of Willow Grove, Pennsylvania is owned by Clint Ehlers.

