

## *Outfitting a new auto dealership with digital kiosks to engage customers*

### **The Opportunity**

FASTSIGNS® previously created custom banners and posters for Quirk Chrysler Dodge Jeep Ram, and saw the opportunity to capture the interest of more customers with digital signage.

### **The Challenge**

The dealership was relocating to a newly constructed building when a manager stopped by FASTSIGNS to order a directional sign to alert people that the dealership moved across the street. While placing the rush order for the Coroplast sign, FASTSIGNS' Stephen Duffy mentioned, "Every auto dealership needs a digital kiosk to attract attention in the showroom."

### **The Solution**

As it turns out, Quirk Auto Dealers loved the idea of a freestanding digital kiosk, and inquired not just about one, but three digital kiosks.

The next day, the dealership purchased three 46" Christie Digital "plug and play" digital kiosks from FASTSIGNS that uses the software built into the kiosks to display content from a flash drive/USB.

"The digital kiosks look like a million bucks," Duffy remarked. "People stand and watch the content and it makes the dealership look so professional."

The dealership wanted to emphasize new and used vehicle promotions in their busy showroom. FASTSIGNS added the digital kiosks in three strategic locations to reinforce their messages and



complement other branded marketing materials. While FASTSIGNS offers content creation services, the dealership is required to play content from the automakers.

### **The Result**

FASTSIGNS provided digital kiosks to engage customers in the auto dealership. The moving graphics, video and animation on the digital kiosks help attract the attention of people walking, standing or waiting nearby.

\*FASTSIGNS® of Hanover, Massachusetts is owned by Stephen Duffy.

