

CASE STUDY: ROCKET OIL'S IDEAL MARKET

Samsung Smart Signage Provides Streamlined Digital Menu Board Solution for Convenience Store's Brand Transformation



OVERVIEW

Customer Need

Established as a chain of full-service gas stations, Kentucky-based Rocket Oil sought to drive new growth through an increased focus on its convenience store brand Ideal Market. To support this, it began a brand transformation initiative that would include redesigned stores, enhanced food services and increased use of technology. In particular, the company wanted to welcome customers with modern, dynamic digital menu boards, while achieving cost savings and ease in managing menu updates across all locations.

Samsung Solution

Rocket Oil selected the Samsung MD-C Series of commercial displays, powered by Samsung's Smart Signage Platform and Signagelive's Food Service Manager, for a digital menu board pilot at its Ideal Market location in Marion, Kentucky. Dynamic menu board content is delivered to five 46-inch displays over LAN without the need for an external media player, reducing the total cost of ownership and enabling menu updates to be made remotely at any time.

Results

The Samsung Smart Signage displays enabled Rocket Oil to transition from static signage to dynamic digital menu boards and to achieve greater flexibility and lower costs. Within weeks of deploying the displays, Rocket Oil had received numerous positive customer comments and was seeing significant time savings due to the ease of making menu changes. The company expects to rollout the digital menu board platform to seven to ten more stores and also plans to utilize the displays for advertising.



THE CUSTOMER

Rocket Oil Company

Established in the late 1970s, Rocket Oil Company is a fast-expanding chain of full-service gas stations and convenience stores across Western Kentucky. Over the past five years, the Madisonville, Kentucky-based company has been rebuilding and adding new locations to its Ideal Market chain to meet not only a growing demand for convenience stores but also customer preference for broader food options.

“The industry has shifted from full-service to convenience stores as a destination,” said Dan Eveland, Rocket Oil’s district manager. “Food service has become more important. We’re staying current with the times, and going above and beyond the average convenience store in terms of design and our food offerings.”

In early 2013, Rocket Oil launched a rebranding and redesign initiative for Ideal Market. A new 3,000 square-foot store in the historic town of Marion, Kentucky, became the pilot site for the company’s bright, new and upscale approach to convenience stores as destinations. The store is on the road to downtown Marion, and was a welcome new arrival to the mostly rural area widely known for its crafts festivals and large whitetail deer and wild turkey populations. Open Monday through Saturday, from 5 a.m. to midnight, the store ensures locals and visitors alike always have a place to pick up grocery essentials and good eats.

“The industry has shifted from full-service to convenience stores as a destination,” ”

– Dan Eveland,
Rocket Oil



THE CUSTOMER NEED

Streamlined, Easy-to-Manage Digital Menu Board Solution

Dynamic menu boards became a key element of the Ideal Market brand refresh, as it sought to present new, expanded food options and elevate the design of its stores.

Initially, Rocket Oil considered traditional printed menu boards. However, working with Dallas-based hospitality design studio Vision 360 Design, the company decided to move towards digital signage. “They wanted modern, comfortable and welcoming menu boards that would go with their new brand and interiors, and also reflect their offerings of high-quality food options,” explained Lauren Doan, designer at Vision 360.

However, the upfront costs of installing digital signage – from the displays and set back boxes to the content development and installation – presented a barrier for the brand. Additionally, with a lack of dedicated IT resources, Rocket Oil needed a solution that would be turn-key so that staff with little or no training could easily update menu items, prices and descriptions.

“We recommended Samsung smart displays with the Signagelive Food Services manager,” said Doan. “They are ideal because they met Rocket Oil’s specific considerations of visual appeal, affordability and ease of installation and operation.”



THE SAMSUNG SOLUTION

Samsung Smart Signage Displays Combined with Signagelive's Food Service Manager

As part of the pilot rebrand at its Marion, Kentucky location, Rocket Oil installed five Samsung MD-C Series displays in its food service areas. The 46-inch digital menu boards were installed above the beverage counter, the grab-and-go sandwich bar and the made-to-order area. Another display by the coffee bar features a video on how coffee is made.

The MD-C Series commercial displays integrate the Samsung Smart Signage Platform, a system-on-chip embedded into the display that eliminates the need for an external media player. For brands like Rocket Oil, this simplifies the deployment process and reduces total cost of ownership. "Savings are achieved not only through the elimination of the setback box, but also by streamlining installation, energy consumption, content development and maintenance," explained Kevin Schroll, senior product manager for digital signage at Samsung's Enterprise Business Division.

The Ideal Market digital menu boards utilize the Food Services Manager application created for the Smart Signage Platform by Signagelive, a specialist in cloud-based digital signage applications.

The application allows Rocket Oil staff to instantly amend pricing information, create special deals or upload nutritional information using an intuitive graphical user interface. Updates can be made from a smartphone, tablet or PC from anywhere and pushed out to displays in multiple locations.

"The Food Service Manager running on Samsung's Smart Signage displays provides Rocket Oil an affordable, elegant and easy-to-manage solution for its menu boards," said Raffi Vartian, COO at Signagelive. "While digital signage may have been viewed as complex in the past, now it is as simple as connecting power and LAN with content delivered straight to the displays from the cloud."

Finally, the Samsung MD-C Series utilizes direct-lit LED technology, which enables brilliant picture quality while delivering significant energy savings and reduced total cost of ownership for the lifetime of the display. Ideal for high-traffic areas that require a wide viewing angle, the narrow bezel allows viewers to focus more on content.

QUICK PROFILE
AS USED BY ROCKET OIL

SAMSUNG MD-C SERIES COMMERCIAL LED LCD DISPLAY



- OTHER DISPLAY SIZES IN SERIES:** 32/40/55/65 inch class
- PANEL TECHNOLOGY:** 60Hz Direct-lit LED
- RESOLUTION:** 1920 x 1080
- BRIGHTNESS:** 350 nits
- CONTRAST RATIO:** 5000:1
- VIEWING ANGLE:** 178°/178°
- RESPONSE TIME:** 8ms
- SCREEN DEPTH:** 3.8 inches
- BEZEL WIDTH:** 17.4mm (Bottom 22.0mm)
- WEIGHT:** 27.6 lbs.
- POWER CONSUMPTION (TYPICAL/MAX):** 65W / 121W
- ENVIRONMENTAL:** Energy Star 5.0 compliant, RoHS compliant
- STANDARD WARRANTY:** 3 Years On-Site (Parts / Labor / Backlight)



- Cortex-A9 1GHz Dual Core Processor
- 1GB DDR3
- 8GB FDM
- Built-in Samsung MagicInfo software



THE RESULTS

Enhanced Store Design, Operational Ease and Plans for an Expanded Rollout

With the Samsung Smart Signage displays combined with Signagelive's Food Services Manager, Rocket Oil made a smooth transition from static signage to rich, dynamic digital menu boards.

"We get a lot of customer comments and compliments," said Eveland of Rocket Oil. "Our menu boards look a lot better and more professional now. With their thin bezels, the Samsung displays are absolutely state-of-the-art."

The digital menu boards provided immediate savings in printing costs or time spent by staff writing on chalk boards. But it is the convenience and scalability of the digital signage solution that has provided the greatest value for Rocket Oil.

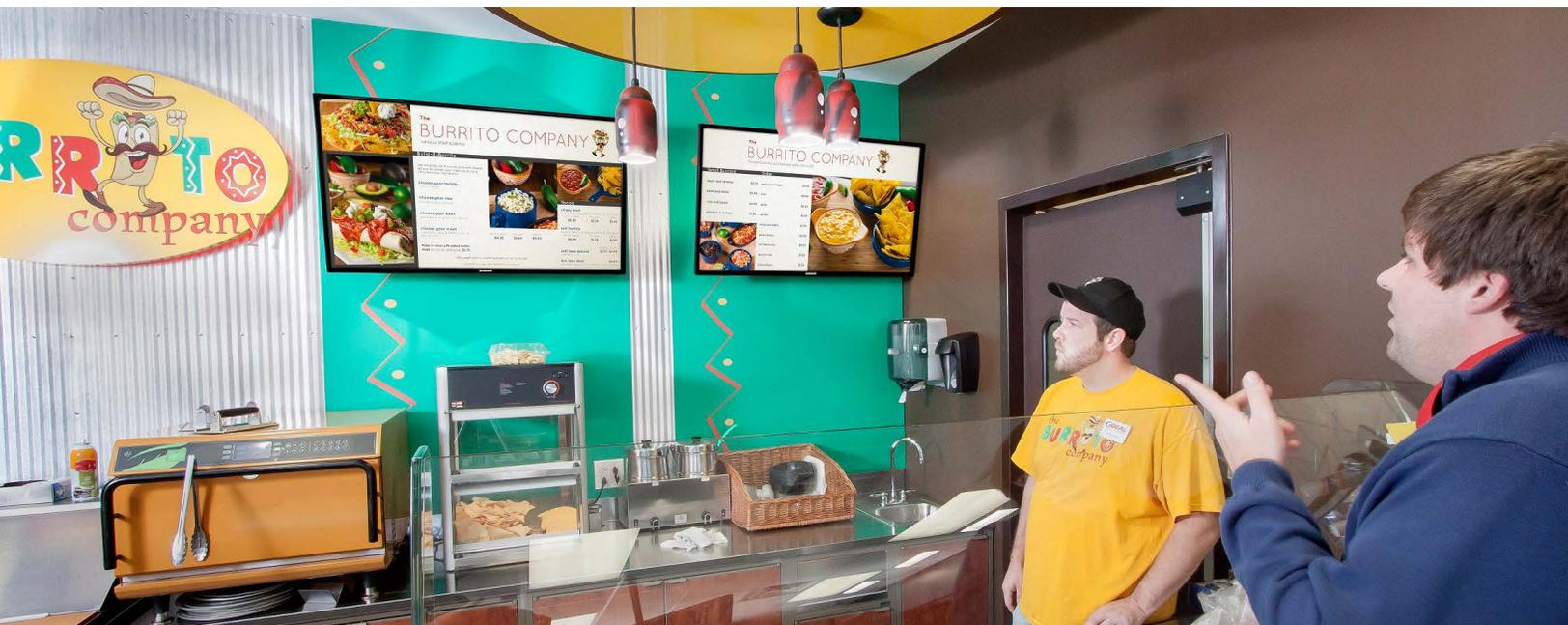
Eveland highlighted the operational ease of making or scheduling price and description changes on the menus remotely. "For me, it's a big saver," he said. "We used to have limited flexibility and would wait rather than making a menu change or addition. Now, instead of a major overhaul or a process taking

a couple of days, I can get into the application and change it in five minutes tops."

In fact, Eveland is making the updates himself on the fly. "With a click of a button, I can change the menu board from my smartphone or from any computer anywhere," he added

With the success of the pilot in the Marion store, Rocket Oil is planning to roll out the brand redesign and the Samsung Smart Signage Platform displays to seven to ten more Ideal Market locations. Taking further advantage of the ability to create and deliver content simply and easily to the displays, Rocket Oil is planning to also utilize the digital signage for advertising within its convenience stores.

"We wanted to get in the game fully, and to be able to put a convenience store like we have in Marion in any town," said Eveland. "Samsung and Signagelive completely nailed down a simple transition to digital signage that works perfectly. It's played a big role in modernizing our brand."



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