



LED DISPLAYS GET NOTICED

Increase impulse buying with an advertising medium you completely own and control – a digital display. Digital displays are programmable LED displays used on pylons and monument signs in place of changeable copy boards.

After installing an LED sign, **sales increased for 83%** of small businesses.

Results from a recent study conducted at a major retail chain:

said the LED sign could impact their future buying decisions

of customers chose to eat there because of the LED sign

50%

65%

85%

mentioned the LED sign influenced what they ordered

ATTRACTIVE & MEMORABLE

Adding a graphic to the text increases customer memory by **65%**

LED signs seize **400% more** glances than a static sign.



IMPULSE BUYING

5 out of 6 Americans surveyed admitted to impulse buying.



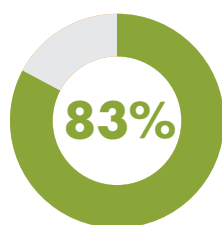
20% spent **\$1,000** on impulse.

More than **50%** spent **\$100+** on unplanned purchases.

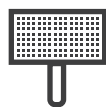
COMMUNITY CONNECTION

Studies reveal that “consumers thought various products performed better when told the companies donated to charity.”

WORKS BETTER, COSTS LESS



of consumers recall LED sign content better than other media.



5-38¢

(cost of sign & power)



\$8.99

(excluding prime time)



\$10.00



\$32.50

Cost Per Thousand (CPM)



ABOUT US:

- Daktronics has designed, built, and supported LED displays for 50 years.
- Forbes named Daktronics among the 100 Most Trustworthy Companies in 2012, 2013, 2014, 2015, 2016, and 2017.
- Sales & Service offices are located throughout the United States and Canada.
- Financing options available.

SOURCES:

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The Alara Group and Adventir, Inc., conducted surveys at Church's Chicken locations in Brownsville, Texas.