



WHITEPAPER:

**Boost Concession
Sales** via **Dynamic
Pricing on Digital
Signage**

Movie theaters, stadiums and most entertainment venues, make most of their profits from concessions.

To give you an idea, [more than 82,500 people](#) attended the 2014 Super Bowl at MetLife Stadium, [generating \\$94.60 per attendee in food and beverage revenues](#).

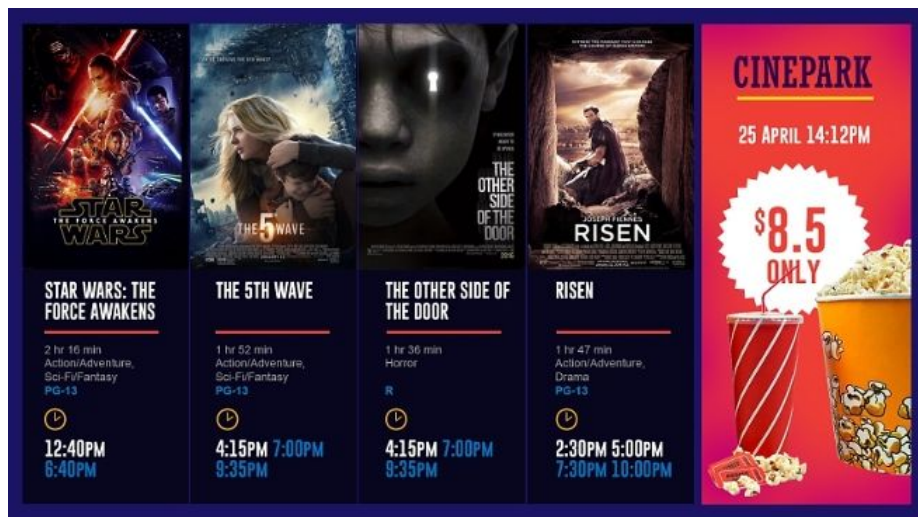
To boost these revenues even further, concession stands are investing in [digital signage](#).

By taking advantage of the flexibility of digital signage, entertainment venues can capitalize on potential sales opportunities whenever – and as soon as – they appear.


Despite the increased adoption of concession digital signage, there are still unexplored opportunities to optimize the financial and experiential benefits.

In this whitepaper, you'll find a few creative ways that concession stands can capitalize on digital signage to improve their profits and the ROI of the investment.

Sell Specials Based on Trends



With concession digital signage, concession stands can alter their marketing according to current trends.



For instance, if a particular movie becomes very popular during the weekend, the movie theater can quickly create and display an advertisement for a special offer related to the film e.g. a combo of popcorn, a drink in a collectible cup and a figurine or toy.

The natural reaction will be for kids to whine until their parents give in and buy the combo, which boosts revenues for the theater.


While theaters with static signage can also promote movie-themed cups, toys and other items, they can't quickly adjust which movie-themed purchases they're promoting based on current demand.

For concession stands, this alone can be a very rewarding benefit of digital signage, and improve the ROI of the investment.

According to [The Hollywood Reporter](#), themed packaging can increase sales by 15%.

The markup for themed items is pretty attractive too. The themed combos cost theaters around \$1.50 and retail for as much as \$7.95.

With such significant markups, even a small bump in sales due to promotion on digital displays can result in sizeable revenue boosts.



With concession digital signage, concession stands can instantly alter their ads and marketing to meet current demand.

Quickly Move Foods That Expire Soon

Today, concessions stands offer broad choices, including options for patrons looking for fresh, healthy foods.

While this improves the overall experience as customers get more options, it brings along the challenge of managing expiration dates.

Concession stands must stay on top of expiration dates in order to minimize spoilage costs.

Concession digital signage allows operators to quickly create specials and adjust prices focused on moving foods that expire soon.

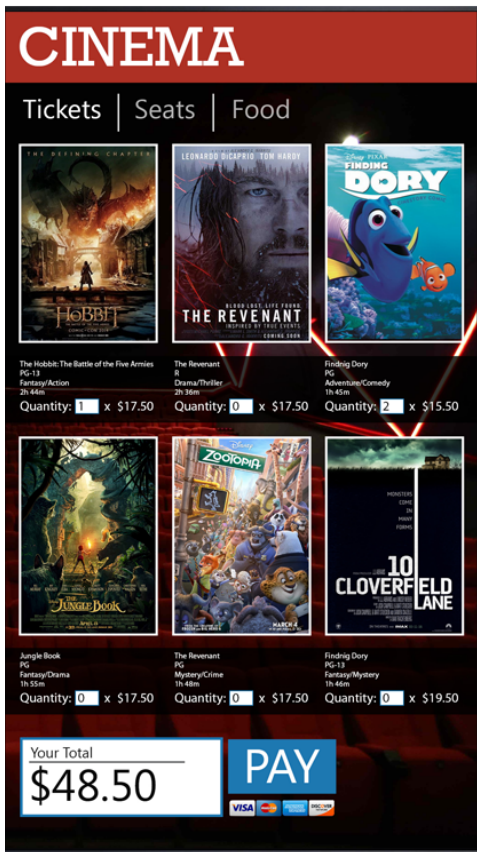
When combined with employees upselling, these tools can be especially effective at moving almost old inventory. While this may not drastically increase the revenue, it'll help turn what otherwise would be food waste costs into profit.

Immediately Replace Signs for Sold-Out Items

While running ads for sold-out items might work at a tech store or hardware center with endless aisles, concession connoisseurs are only interested in instant gratification – they won't come back tomorrow or later for popcorn if a stand is sold out.

Traditionally, concession stands with static signs haven't had many options for their signage when an item sold out. At best, they may be able to put a "sold out" sign over the item.

Concession digital signage, however, gives concession stands a way to maximize their signage space at all times.



When an item sells out, it can quickly be removed from the menu board or be replaced with a different item. This change can be done manually, or maybe automated if the digital signage network is [integrated with inventory management](#).

Eliminating any dead signage space will help concession stands maximize sales.

Increased Speed of Service

There is another benefit to being able to quickly remove or replace sold-out items. Customer frustration and confusion is altogether eliminated since none will ask for the sold-out items once they're not being marketed.


This, in turn, will improve speed of service. Employees won't have to explain when an item is out of stock, deal with the frustration and then wait for the customer to select an alternative.

With HD screens, customers can also see the menu from far and decide on what they want by the time they reach the register, which reduces wait times.

Improving speed of service is most important for concession stands



Improving speed of service is important in most customer-focused industries, but it's especially vital for concession stands.



Concession stands have brief windows to serve customers - just before games or movies, during half time or breaks and after the game or movie. If lines are long and slow, concessions stand to lose customers who don't want to wait and miss the game or movie.

This is just one of the benefits that U.S. Cellular Field, home of Major League Baseball's Chicago White Sox, enjoyed when they installed concession digital signage.

Tailor Marketing Messages to Different Demographics

In the past, most concession stands sold the same or similar items all year through, but now they have more variety in their offerings. Concession digital signage makes it easy for operators to target their audiences more narrowly by creating and displaying different messages for different demographics.

For example, a stand that sells alcohol might promote old-fashioned cocktails or wine on a weeknight, cheap beer on college student night, and soda and combos on a family night.

Similarly, a stand may create advertisements around specials for stand alone events such as opening day, senior day or a playoff game.

Targeting demographics with products they want is one of the first lessons in marketing, and digital signage gives concession stands an easy way to do this.

Offer Specials Made Specifically for Groups

Tailoring specials can be taken a step further by offering and promoting combos or specials created specifically for different groups.

Parties that rent out movie theaters or purchase suites may enjoy having unique, custom-made foods and beverages for their group members to enjoy. They may also be willing to pay more for such foods and beverages.

Specials that are designed for groups could be sold individually, or they could be offered as an add-on to a group package. Such sales could significantly increase revenue from group sales, as they're both customized and sold for each person in the group.

To summarize, concession digital signage gives operators the ability to always have the right products and prices displayed in the right places and time.

The ultimate result, when executed well, is a sizeable increase in revenue.

Digital Signage challenges businesses to rethink how they communicate and engage with their customers and employees

Mvix's content-rich solutions take real time data and crafts it into engaging visual stories that influence behavior and performance

You can turn browsers into customers and employees into brand ambassadors all while enhancing brand awareness

Sources

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