

Case Study: Maverik

Samsung Displays Build Retail Brand and Customer Awareness Inside and Out



Overview

Customer Need

Maverik is a regional convenience store chain that operates more than 270 convenience stores with a brand identity and décor theme around adventure, sports, and the outdoors. Maverik needed a digital signage program to reinforce the brand, drive foot traffic from the pump stations into the store, and promote food purchases.

Samsung Solution

Maverik partnered with Samsung and RevelTV, a digital signage integrator, to design and deploy an integrated digital signage program. High-brightness Samsung OM Series displays facing the pump stations attract and encourage in-store visits. Commercial-grade Samsung displays on top of the soda fountain, in the checkout area, and hot foods counter promote specials and entertain customers.

Results

The Samsung digital signage program has enabled Maverik to grab and keep customer attention inside and outside the stores. The displays both entertain and inform customers about new products, food promotions, and loyalty programs with highly visual, kinetic videos and digital content. The digital signage platform has also enabled Maverik to quickly roll out and customize marketing campaigns.



Maverik convenience stores were built on the spirit of adventure, providing customers with fuel for their cars and nourishment for their active lifestyles. Since 1928, Maverik has grown from a two-pump gas station into a regional chain with 270 locations across 10 western states.

About 15 years ago, Maverik began setting itself apart from its competitors with a new brand identity around adventure, sports and the great outdoors. The tagline, “Adventure’s First Stop,” positions the stores as the place to stop on your way to the next adventure.

“Maverik customers are active and energetic and always ready for an adventure, whether heading to a kid’s soccer game or a mountain biking trip,” says Ernie Harker, Maverik executive director of marketing. “As a company, we design our stores and customer experience to match this spirit.”

The Customer Need: Enhance the Brand Experience

Maverik stores are designed around the “Adventure’s First Stop” theme. Interior walls feature panoramic illustrations of adventure and outdoor sports like snowmobiling, kayaking, and mountain biking. Customer loyalty programs and sweepstakes include giveaways of ski passes, trucks, boats, and all-terrain vehicles.

“Most convenience stores look alike and have little brand identity or personality,” says Ernie Harker, Maverik’s executive director of marketing. “Since we are in the Rockies, it was natural for us to connect our brand to adventure. Everything we do in our interior décor, advertising, and promotions magnifies that spirit of adventure and distinguish us from other convenience store chains.”

Traditional backlit posters and static print advertising programs were losing their ability to connect

with customers. Maverik wanted to showcase high-energy videos and digital content that both entertained customers and promoted products and loyalty programs.

Maverik needed an integrated digital signage program that would get the customer’s attention at the pump stations, pull them into the store, and keep their attention and interest throughout their in-store journey. It also wanted displays that could seamlessly integrate with soda fountains, hot food counters, and checkout areas.

Maverik stores have large exterior windows that create a well-lit, open and inviting shopping experience. The displays needed to have very bright screens that could be seen in high ambient light. And because the stores operate 24x7, the displays needed to have commercial-grade components with high uptime and reliability.

The Samsung Solution: Commercial-Grade, Ultra-Bright Displays

Maverik worked with RevelTV, a digital signage integrator, to develop a digital display program that would capture customer attention from key touch points throughout the stores.

“We set out to help Maverik achieve its vision of entertaining and motivating its customers with content that enhanced the customer experience,” says Matt Dopp, RevelTV founder and CMO.

“Maverik’s video content was exciting and energetic, and had to be seen clearly from the pump bays and inside the store. To achieve this, we knew we needed Samsung displays.”

Samsung displays are built with commercial-grade components and designed specifically for 24x7 operations. “Samsung has a strong reputation for product innovation and reliability, so when RevelTV proposed Samsung displays, it was a pretty easy decision for us,” says Harker.

Six Samsung displays are strategically placed at key customer touch points. In order to grab the attention of customers pumping gas and encourage them to come into the

store, a Samsung 75-inch OM-W Series display faces the gas pumps. The 2,500-nit brightness display shows mouth-watering videos of food and drink items.

A Samsung 75-inch DM Series display mounted on the back of the OM display faces customers as they make their purchases and promotes impulse purchases.

The large soda dispenser offers a great opportunity to cross-promote hot foods and snacks. Maverik installed a custom “soda dispenser toppler” above the soda nozzles using Samsung 22-inch and 48-inch DM Series displays. The 22-inch display promotes Maverik’s Mixology recipes, which show customers how to mix various flavor combinations to make their own custom sodas. The 48-inch display promotes food, drink, and other promotions.

Finally, two Samsung 40-inch DM Series displays are installed above the BonFire Grill hot foods counter as digital menu boards.

SAMSUNG COMMERCIAL DISPLAY PORTFOLIO

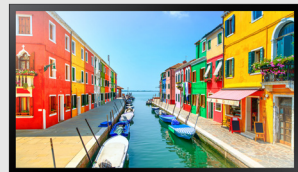
Broad portfolio of smart commercial displays from 10” to 98”, featuring energy efficient LED backlighting technology.

SMART SIGNAGE DISPLAYS



High definition displays featuring Samsung’s system-on-chip processor, eliminating need for external media player. Select models feature built-in Wi-Fi.

HIGH BRIGHTNESS DISPLAYS



High brightness displays offer 2,500-3,000 nits of brightness to deliver maximum visibility in outdoor and window front environments.

See full line up of Samsung Commercial Displays here:
samsung.com/smartsignage



The Results: Informed Customers and Stronger Brand Experience

The digital signage program has enabled Maverik to engage its customers at key touch points to promote products, entertain them with compelling action videos, and build a stronger brand experience.

The external facing 75-inch commercial display with 2,500 nits can be seen more than 100 feet away during the day and has increased foot traffic. The large display above the checkout counter provides mouth-watering imagery that drives impulse purchases. “When we started baking Cinnabon rolls in our stores, we rolled out a video showing the rolls coming fresh out of the oven and steaming,” Harker says. “That imagery, combined with the smell of the cinnamon rolls in the oven, set new sales records.”

The soda fountain displays have been a big hit with customers. “Fountain sodas are a high-margin business for us and we want to encourage as much traffic as we can,” says Harker. “By showing our customers unique ways to mix drink flavors, we give them a personalized soda experience they cannot get with bottled drinks.”

The Samsung displays also provide Maverik a new way to entertain and connect with their active customers. For example, the company worked with Red Bull to run footage from its historic space jump. “The Red Bull content connected with our customers and their adventurous personalities. It’s something we can’t do with a printed sign. Our store managers were telling us that the customers were

mesmerized by the video footage.” Harker says the program is highly successful just on the improvements in the customer experience. “We base our success not just on revenue gains, but on the fact that it is helping our customers know more about what we offer,” says Harker. “And we’re doing that in a way that strengthens and sharpens the Maverik brand. The Samsung displays help convey our brand image and personality to our customers.”

The initial rollout has been so successful that Maverik is now working to retrofit more than 50 stores with the Samsung displays. All future stores will include the Samsung displays as the brand standard.



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