

Release date: 14th August 2006



Active Menus Spice Up Poppadom Charlies

From the moment you spot Poppadom Charlies in the UK's busy town of Woking, it's clear that this is something a little different. One of Woking's newest restaurants, it opened with a flourish at the end of June and more than a twist of innovation and fresh thinking.

Owner Zaheer Mahmood explains: 'Poppadom Charlies offers diner and Indian favourites plus signature dishes in a contemporary bistro environment plus a full takeaway service.' Outside is black, glass, chrome and blue LED spots; inside, a fusion of chrome, oak and slate with a strong Charlie Chaplin theme carried throughout.

Zaheer wanted to bring a fresh and contemporary feel to the menu boards. 'I wanted to add an edge to the traditional back-lit menu approach. I wanted them to give customers the information they need, but also to show them things they might not have thought of, get them to try something a little different, experiment a little.'

Zaheer opted for a complete solution provided by the AD Series range of digital advertising displays. Sales consultant Aaron Sellens recommended a combination of nine 20" AD Series displays, banked together for maximum impact to form an Active Menu. 'Menu updates will happen every few weeks, so a standalone, media card-based solution delivers the requirement without the cost and overhead of a networked installation' says Aaron. AD Series displays provide options for simple standalone applications through to complex networked or extended media server solutions. All the displays are appliance grade with the solution contained within the display, minimising space, power and installation overheads.

/.....cont

As with any digital signage installation, the quality of the content was critical to success. Zaheer wanted to add value to a traditional menu board concept rather than replace it entirely. Aaron Sellens explains the creative brief: 'A moving menu is a pretty new concept, but the principles of digital signage remain the same. Key to the Poppadom Charlies application was to impart more information than a static display for the same footprint and to use movement to illustrate, suggest and inform. At the same time, we needed to present a clear, easily viewable menu.' Static menu text was created, with individual items being highlighted in turn. As an item is highlighted, a high quality image of that dish fades into focus. 'A key benefit is that every single dish can be illustrated producing a higher spend from customers and encouraging them to try new dishes and combinations' says Aaron. To add more movement and currency, the 7 screens playing menu board content are supplemented by 2 screens playing video - currently highlighting soft drinks brands and soon to feature Poppadom Charlies events and promotions.

Custom screen housing continuing the Charlie Chaplin theme was produced to complement the displays. Zaheer was impressed: 'This really brought the concept together. The screens look absolutely complementary to the whole restaurant environment.'

The result has been a huge success. 'Customers are surprised and impressed,' says Zaheer. 'Our menus are clear and inviting. Customers have more information when they order and are definitely trying new dishes and adding side orders and extras. The screens fit perfectly with our image – excellent food for the modern diner.'

With plans to open further Poppadom Charlies restaurants later in the year, Zaheer Mamood is planning to go one step further using AD Series interactive displays.

Ends

Notes:

Information on the AD Series range can be found at www.adseries.com

Images:

High resolution copies of the following images of AD Series screens in Poppadom Charlies can be found at http://www.adseries.com/downloads/imagebank/adseries_pccs060801.zip (8.3Mb)



