

# Display Saves \$8,000 in Advertising

## Storage Pro

GRANDE PRAIRIE, ALBERTA, CANADA

### THE CHALLENGE

Storage Pro in the city of Grande Prairie in Alberta, Canada, faces a high traffic road. They wanted to update their changeable copy sign to something that would stand out and really take advantage of the 40,000 cars that pass by each day.

Roy Carter, director of Storage Pro, researched his options and liked what Daktronics had to offer. "In my research I heard great things about Daktronics service and support," said Roy. "Daktronics really does have first-class customer support."

### THE DAKTRONICS SOLUTION

The response to the display was very positive, leading to a lot of inquiries in direct response to their messages. "Many people don't know that they can store their sports car, BMX bikes and other sporting equipment in our storage units," said Roy. "People used to think that storage units were for junk, but our display has really helped to change that opinion. Many people are now using their storage unit as a garage, especially people living in condos and apartments."

In addition to increasing business, the display will be saving Storage Pro roughly \$8,000 in advertising expenses. They hope to eliminate everything but their Yellow Pages ads. "We rely on the display for our advertising," said Roy.

Roy also enjoys the flexibility that the display offers. He created more than 300 different messages for his display with the help of Daktronics' content catalogs. "I love how the display allows me to always have a current message," said Roy. "It's comparable to a live twitter feed. For example, yesterday it was raining so we ran a message saying 'rainy days are great to tinker with the toys in your unit.'"

Other opportunities have developed since the installation of the display. Storage Pro offers their display to third-party advertisers and already have enough demand that they have to restrict the number of outside advertising. "We have also used our display to help promote charities," said Roy. "Right now we have content for 4H on our display."

#### SIGN COMPANY

Blanchett Neon Limited  
Edmonton, Alberta, Canada



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— Roy Carter, Director, Storage Pro

#### EQUIPMENT DESCRIPTION

GalaxyPro® LED Display  
Lines x Columns: 112 x 192  
Line Spacing: 20 mm (.78")  
Dimensions: 7'10" x 13'0"  
(2.38 m x 3.96 m)  
Description: 2-sided outdoor display  
Series: Revolution