

CASE STUDY

Midwest Light & Sign
Farmington, MO



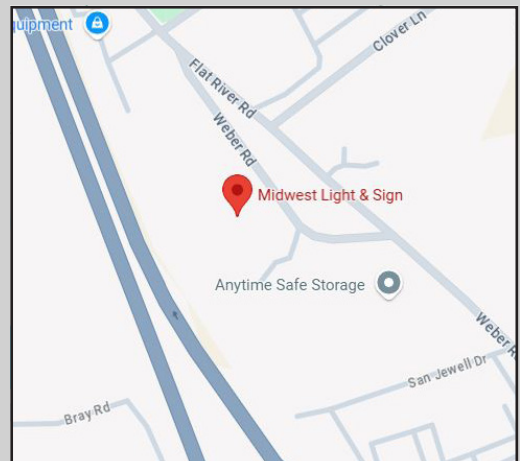
Overview

Midwest Light & Sign is a well-established signage company based in Farmington, Missouri, specializing in the design, production, and installation of high-quality signage solutions for businesses across the region. The company prides itself on providing innovative and customizable signage that enhances the visibility and branding of its clients.

In 2023, Midwest Light & Sign decided to upgrade its own facilities and external branding efforts by installing a **Next LED Signs** Full-Color Outdoor Digital Display at its headquarters. The goal was not only to improve the company's visibility in the local market but also to showcase its cutting-edge signage solutions to potential clients. The digital display would serve as a dynamic advertising tool, as well as a demonstration of the company's capabilities in offering modern digital signage solutions.



CLIENT :	Midwest Light & Sign
PITCH :	ONYX 10MM
PIXEL MATRIX :	320px x 176px



Challenge

Before the installation of the Next LED Signs Full-Color Outdoor Digital Display, Midwest Light & Sign faced several challenges:

- **Limited External Visibility**
Although the company's headquarters were located in a busy area of Farmington, the business struggled to stand out among other local businesses due to its traditional static signage. The signage lacked the ability to communicate the company's range of services in a visually dynamic and engaging way.
- **Outdated Marketing Approach**
Midwest Light & Sign relied on conventional signage methods, which could not provide real-time updates or adapt to different marketing needs. The static nature of the signs limited their effectiveness in promoting the company's latest projects, sales, and promotions.
- **Need to Showcase Capabilities**
As a leading signage company, Midwest Light & Sign wanted to demonstrate the full potential of modern digital displays to prospective clients. The existing signage did not allow the company to showcase its innovative capabilities or attract attention from businesses interested in digital signage solutions.
- **Weather & Durability Concerns**
Given Missouri's fluctuating weather conditions, from intense summer heat to winter snowstorms, the company needed a durable solution that could withstand outdoor elements and provide consistent performance year-round.
- **Lack of Real-Time Content Management**
The company needed a solution that allowed for easy content updates in real time, enabling it to promote different products, services, and client showcases, depending on the time of day or season.

Solution

To address these challenges, Midwest Light & Sign chose to install the Next LED Signs Full-Color Outdoor Digital Display, a cutting-edge solution designed to enhance visibility, communication, and brand engagement. The selection of the Next LED display was based on several key features:

- **High-Resolution, Full-Color Display**
The Next LED display provides a high-definition, full-color digital canvas capable of showcasing vibrant images, animations, videos, and text. This allowed Midwest Light & Sign to create eye-catching, dynamic content that would capture the attention of passersby and potential clients.
- **Dynamic Content Capabilities**
The digital display can be updated easily with a variety of content, including promotional messages, videos showcasing past projects, client testimonials, and seasonal offers. The ability to display multiple types of content made the display versatile and effective in capturing different market segments.
- **Real-Time Content Management**
The cloud-based content management system allows Midwest Light & Sign to update content remotely in real time. This meant the company could make changes quickly and adapt messaging based on current business goals, sales promotions, or the time of day.
- **Weatherproof & Durable Design**
The Next LED display is designed for outdoor use, capable of withstanding extreme weather conditions, including rain, snow, and temperature fluctuations. This feature ensures that the display remains operational year-round, without the need for constant repairs or maintenance.
- **Energy-Efficiency**
The LED technology used in the display is energy-efficient, reducing the company's operational costs while ensuring bright, clear visuals at all hours of the day and night.

"We have worked with a lot of different brands of digital boards. What I appreciate about Next LED is their simplicity, reliability, and they have great looking product that we have been able to trust for years and I feel we can trust for the future. "

— Jason Buxton
Midwest Light & Sign



Results

Since the installation of the Next LED Signs Full-Color Outdoor Digital Display, Midwest Light & Sign has experienced a number of positive outcomes, both in terms of business performance and community engagement:

Increased Visibility and Brand Awareness

The vibrant, high-resolution display has dramatically improved Midwest Light & Sign's visibility in the community. The digital display captures the attention of passing drivers and pedestrians, allowing the company to showcase its capabilities in real-time. The display has become a landmark in Farmington, drawing attention not just from local businesses but also from potential clients looking for signage solutions.

Enhanced Marketing and Communication

The company has been able to promote its products and services in a more dynamic and engaging way. With the ability to display custom animations, video content, and real-time updates, Midwest Light & Sign can now effectively communicate its offerings and latest promotions to the local community. This has increased the effectiveness of its marketing efforts and led to greater engagement from potential clients.

Showcasing Capabilities to Clients

The digital display has acted as a live portfolio for Midwest Light & Sign, showcasing their expertise in digital signage. Prospective clients visiting the company's headquarters can see firsthand the quality and versatility of the signage solutions offered. As a result, the company has successfully attracted new clients and increased inquiries for custom digital signage installations.

Real-Time Content Flexibility

The cloud-based content management system has allowed the company to easily update content based on different marketing needs. Whether it's promoting seasonal discounts, showcasing new projects, or running time-sensitive offers, the ability to change the display in real time has given the company the flexibility to stay relevant and responsive to the market.

Increased Foot Traffic and Client Engagement

The eye-catching nature of the digital display has driven more foot traffic to the company's headquarters. Clients and prospective customers are more likely to stop and inquire about the signage services when they see the display in action. The display also invites engagement through interactive content, which has helped foster a deeper connection with the community.

Cost-Efficiency and Sustainability

The energy-efficient LED technology has helped Midwest Light & Sign reduce its operational costs, making the display a cost-effective advertising tool in the long term. Additionally, the durability and low maintenance requirements of the digital display have contributed to significant savings on repairs and replacements, providing a long-term return on investment.

Positive Feedback from the Community

The community has responded positively to the new digital display, appreciating the vibrant and professional look it adds to the area. Local businesses have also taken note of the display's impact, with several reaching out to Midwest Light & Sign for their own signage needs.



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