



CASE STUDY

Don Hattan Ford
Augusta, KS

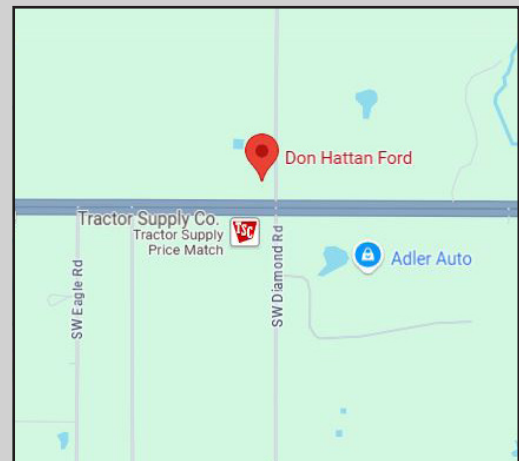
Overview

Don Hattan Ford Drives Customer Engagement with High-Resolution Digital Signage
Don Hattan Ford in Augusta, Kansas, is a leader in high-quality vehicle sales and customer service. To stay competitive in a fast-paced automotive market, the dealership invested in a high-visibility digital sign from **NEXT LED Signs**.

This strategic move was designed to replace static messaging with a dynamic platform capable of communicating real-time promotions and sales events to passing drivers.



CLIENT :	Don Hattan Ford
PITCH :	ONYX 10MM
PIXEL MATRIX :	576px x 192px



The Challenge: Overcoming the Limits of Traditional Signage

Before the upgrade, the dealership faced three critical obstacles in their local marketing:

- **Limited Flexibility:**
Manual letter-changing was too slow to support time-sensitive “flash sales” or daily inventory updates.
- **Inconsistent Messaging:**
Static signs could only show one offer at a time, making it difficult to promote multiple financing specials simultaneously.
- **Intense Local Competition:**
With numerous dealerships in the area, Don Hattan Ford needed a modern way to grab attention on high-traffic roads.

The Solution: High-Definition ONYX LED Technology

NEXT LED Signs designed a custom solution to maximize brand visibility and ease of use:

- **Strategic Entry Placement:**
The ONYX 10mm display was placed at the dealership entrance for maximum road visibility.
- **Vibrant Multimedia Content:**
The sign supports high-definition text, images, and video, allowing for professional-grade automotive advertising.
- **User-Friendly Software:**
Dealership staff can now update sales events instantly or schedule them in advance through a simple interface.



“Our experience with Next LED has been outstanding. For the past six years, our digital billboards have been a key piece of our marketing efforts at Don Hattan Chevrolet and Don Hattan Ford. The ability to easily update messaging and showcase new offers each month is essential for attracting customers in today’s fast-paced market. What truly sets Next LED apart is its exceptional customer service. They are incredibly responsive and always prioritize our needs. We are incredibly grateful for their partnership.”

— Erika Maley, Don Hattan Ford

Results & Brand Impact

The Results: Increased Foot Traffic and Real-Time Visibility

How do digital signs help auto dealerships increase sales?

Digital signs capture the attention of passing drivers with vibrant visuals, leading to a measurable increase in foot traffic and inventory inquiries. By highlighting limited-time financing offers and sales events, dealerships can convert “drive-by” interest into immediate showroom visits.

What are the benefits of LED sign advertising for car lots?

LED signage provides total flexibility to announce clearance events or featured vehicles instantly. Unlike traditional banners, digital content is cost-effective, time-efficient, and allows for 24/7 brand reinforcement with high-quality graphics.

How does real-time communication improve customer experience?

Dealerships can use digital displays to notify customers of last-minute changes in hours, special events, or weather-related test drive opportunities. This transparency reduces confusion and builds trust by keeping the local community informed in real-time.

Enhanced Brand Visibility

The high-traffic positioning and tech-savvy image of the NEXT LED sign provide a polished, professional look that sets Don Hattan Ford apart from local competitors.



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