



# CASE STUDY

*Sardo's Pizza*  
Largo, FL

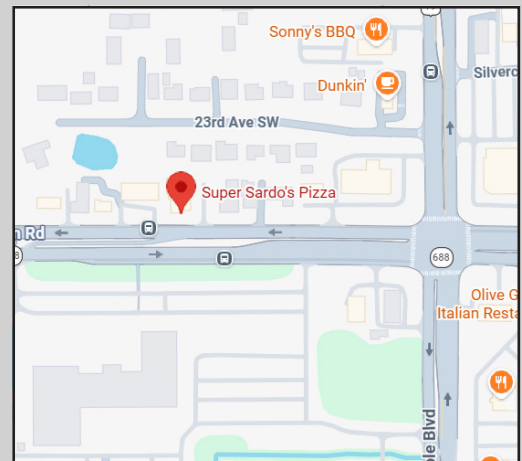
## The Legend of Sardo's

For 35 years, Sardo's Pizza has been more than a restaurant in Largo, Florida; it is a direct extension of its owner's Brooklyn roots. Sardo is a "forward guy" who never forgot where he came from—a journey that includes a 1968 GTO he once called home parked out front -- and a deep-seated commitment to his community.

But for decades, his most vital marketing tool—the street-side sign—was a relic that couldn't keep up with his pace.



<b>CLIENT :</b>	Sardo's Pizza
<b>PITCH :</b>	STAX 9.5MM
<b>PIXEL MATRIX :</b>	192px x 96px



## The Challenge: The “Ladder and the 7”

Before upgrading to a NEXT LED display, Sardo's relied on a traditional changeable-copy sign. The friction was both physical and creative. Sardo describes the daily struggle of climbing ladders and the “pain in the ass” of managing plastic letters:

“I'd be screaming ‘This is the number 7, which I have to use as the letter L because it's a pain in the ass with these freaking letters!’ It was okay at the beginning... but then about 4 or 5 years into having to climb up and down a ladder, it's just not fun anymore. It's not effective.”

Beyond the manual labor, Sardo faced “Sign Immunity.” Static messages on traditional signs often fade into the background for daily commuters. For a unique brand that thrives on “outrageous stuff” and personal opinions, the old sign was a bottleneck that silenced the restaurant's personality.

## The Solution: Personality at the Speed of Digital

The transition to a high-resolution NEXT LED display allowed Sardo to merge his physical storefront with his high-energy social media presence.

The change was so transformative that Sardo filmed himself smashing his old plastic letters and throwing them in the garbage. “It was my day at Disney World,” he says.

Unlike the standard changeable letter signs, Sardo uses his display to be “opinionated” and personal. Whether he is showcasing his muscle car collection or sharing funny messages, the sign has become a destination.

*“It's pretty cool watching people videoing the videos that I have up there... at the end of the day, they're talking about it.”*

— Santo Sardo  
Owner, Sardo's Pizza



## The Impact: Stella's Bicycles

The true power of the digital upgrade was realized through Sardo's charity work. For 10 years, Sardo has run a bicycle drive for orphan kids in honor of his sister, Stella, who survived the Twin Towers only to pass away from cancer at age 37.

By using the sign to promote the event with high-impact visuals and videos—including content featuring Henry Winkler (The Fonz)—this past year became his most successful to date.

"This was my greatest year ever... we were able to take care of over 300 orphan kids and their families with bicycles. Each one got a bike—over 330 bikes—all kinds of food, canned goods, and toys."

## The NEXT LED Difference: Support for the "Non-Savvy"

For Sardo, the investment wasn't just about the hardware; it was about the culture of the company behind it.

"I'm not a savvy guy with tech, and those people over there made it really easy for me. They had a lot of patience with me... there were a few times when I asked for help, and they were able to help me right away. Those guys over there deserve a lot of credit."

## Results & ROI

When asked what he would tell another restaurant owner considering the investment, Sardo's answer is immediate: "I'm 100%, yes."

- Total Versatility: Promotion of charity events, daily specials, and brand personality in real-time.
- Viral Engagement: Local residents pull over specifically to record and share the sign's content.
- Community Authority: Solidifying Sardo's as a community pillar through the successful Stella's Bicycles initiative.



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