NEXT

SUCCESS STORY

Sardo’s Pizza

LARGO, FLORIDA



A neighborhood personality, impossible to miss

At Sardo’s Pizza in Largo, Florida, the roadside sign is part of the restaurant’s personality. Replacing plastic letters with a NEXT LED display gave owner Santo Sardo room for videos, humor, daily messages and the community causes closest to him.

THE CHALLENGE

Leave the ladder and letters behind

Physical work for every change. Updating the old sign meant climbing a ladder and handling plastic letters.

Messages that faded into the background. The same static format was easy for regular commuters to stop noticing.

Personality without enough room. The old sign limited the owner’s humor, opinions and creative content.

THE SOLUTION

A digital outlet for a distinctive voice

Full-color digital content. A NEXT LED display supports changing messages, images and videos.

Fresh content without the ladder. The owner can update the sign without rearranging physical letters.

Patient, practical support. NEXT helped Sardo learn the technology and answered questions when he needed assistance.

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THE RESULTS

Attention that supports a community cause



Sardo uses the display for more than pizza. It also promotes Stella’s Bicycles, the annual charitable drive honoring his sister, and gives local residents content worth stopping to watch.

A record bicycle-drive year

Sardo describes the featured campaign as his greatest year, with more than 330 bicycles, plus food and toys, for children and families.

Community fundraising visibility

Videos and high-impact messages helped promote Stella’s Bicycles, including content featuring Henry Winkler.

Content people share

Sardo says people record the videos on the sign, extending the conversation beyond the restaurant frontage.

Freedom from plastic letters

Digital updates remove the repeated ladder climbs and the frustration of finding enough letters for a message.

More uses for one sign

Daily specials, personal messages, vehicles and charity events can all become part of the restaurant’s roadside voice.

Help with unfamiliar technology

Sardo credits NEXT’s patience and quick assistance with making the system manageable for him.

“It’s pretty cool watching people videoing the videos that I have up there”

Santo Sardo, Owner, Sardo’s Pizza

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