

Exterior / Drive-Thru Experience

Visual Communication Systems





Create a Memorable Drive-Thru Experience

Recreate your interior dining experience, outside. With the drive-thru becoming just as important as your inside dining room, don't underestimate the importance of providing your customers with an engaging, uncomplicated drive-thru experience. To maximize order timing, accuracy and sales, you need a carefully designed system that will create the perfect balance of speed and satisfaction. From menu boards, preview boards and rotating day parts, to order confirmation systems and holding zone signage, our comprehensive, high-quality drive-thru systems are designed to offer reliable solutions to meet your needs and goals.

In addition to design, fabrication and installation, VGS / Posterloid also provides a thorough Drive-Thru Analysis to help determine the best messaging and placement of messaging in each Zone of the experience.

Some studies have measured as much as 60%–70% of your business could come from your drive-thru. With over 90 years of combined experience, VGS / Posterloid has the capability to create a system that is both cost-effective and efficient for you, as well as positive and personal for your customers.

Think. Create. Experience.

Visual Graphic Systems Inc.

www.vgsonline.com

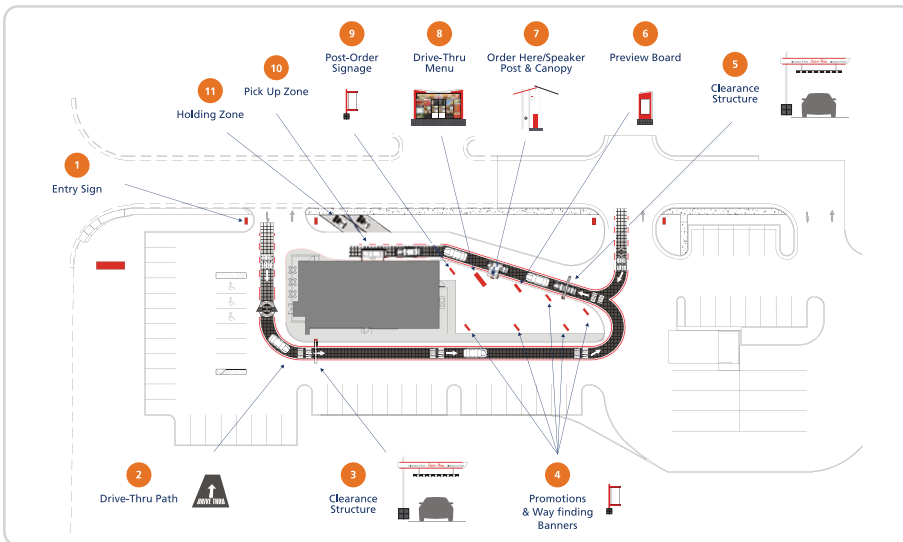
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DRIVE-THRU EXPERIENCE

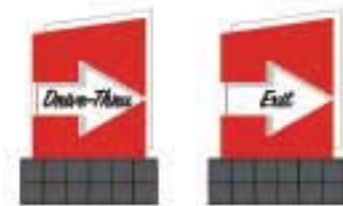
The various Zones in a Drive-Thru System engage, inform, direct and motivate customers throughout their experience. In addition to eye-catching design, a successful drive-thru system should ensure optimal placement of messaging to increase thru put and sales, as well as decrease actual and perceived wait times, and make the purchase process a better experience for the customer.

ADDITIONAL TECHNOLOGIES TO CONSIDER

- Drive-Thru Timers
- Day Part Menu Boards
- RFID
- Solar Lighting
- LED Lighting
- Digital Menu Boards
- Low-Power Radio Broadcasts



Zone 1



Drive-Thru Entry Sign

The drive-thru entry sign should have an arrow to point traffic into the lot and toward the correct traffic pattern, leading customers into the drive-thru and creating a "call to action."



Drive-Thru Path Pavement

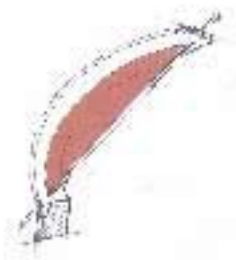
This is also a critical point of decision making for the customer. "Do I stay or do I go?" Therefore, the drive-thru path pavement decoration should be a highly visible path leading the customer towards the drive-thru, making it less stressful and preventing them from having to dodge traffic to get to the drive-thru.



Entry Portal

A longer approach to the drive-thru order signage can give the consumer the sense that the line is moving; having a clear and inviting path will help eliminate confusion and frustration. Using the initial Clearance Sign also as a "welcome" sign will help persuade the customer to enter and feel less anxious.

Zone 2



Promotions and Way finding Banners

The customer has made the commitment to stay in line, feeling "locked in" the drive-thru. Use this opportunity to influence them with easy-to-read, effective signage. Promotional banners can be used, prior to reaching the pre-order board, to suggest promotions, specials and LTOs.



Clearance Structure

If needed for traffic patterns, a second clearance structure can be used at this point. A promotional banner can also be used on the clearance structure to help suggest desired sales.

Zone 3



Preview Board

The preview board should display the items customers most want — typically combo meals. All communications at the preview board must be focused on helping the customer make a final decision.



Speaker Post

Best placement of the speaker post is at the curb closest to the car to increase the clarity of the communication, which is a key factor in drive-thru operations.



Order Confirmation Systems

Speaker posts can also contain order confirmation systems, which can help eliminate order errors and display promotional, up-sell, and cross-sell messages at the time of order.



Canopy Sign

A canopy sign over the speaker post is a convenience to keep driving rain off the consumer when their windows are open during ordering. Canopy signs are also another point of identification for the drive-thru.



Drive-Thru Menu Board

This is where all the communications are repeated and confirmed. Communications used in the preview board should be repeated on the drive-thru menu board in the exact same format. If they are not, there will be a “disconnect” in the customers’ information processing.

Zone 4 & 5



Post Order / Pick-Up Zone Signage

Signage in the post order zone should attempt to distract from the actual wait time, especially during rush times when people will be waiting. Communications should be entertaining, reinforcing the quality of the brand.



Holding Zone Signage

Signage in the holding zone should communicate a message that distracts and calms the customer who is waiting. Messages that say, “We cook to order for you!” therefore implies the food is “worth the wait.” Nostalgic photos, interesting chain facts, etc. are also effective messages.

Zone 6

DRIVE-THRU PREVIEW BOARDS

CUSTOMIZED SYSTEMS TO MEET YOUR NEEDS

Drive-Thru Preview Board

- Branded header
- Powder-coated aluminum construction
- LED or T8 fluorescent lighting options



side view

Alternate Option

Drive-Thru Preview Board

- Branded header
- Powder-coated aluminum construction
- LED or T8 fluorescent lighting options



side view

DRIVE-THRU MENU BOARDS

Drive-Thru Menu Board

- Branded header
- Powder-coated aluminum construction
- LED or T8 fluorescent lighting options
- Optional P.O.P. wingers

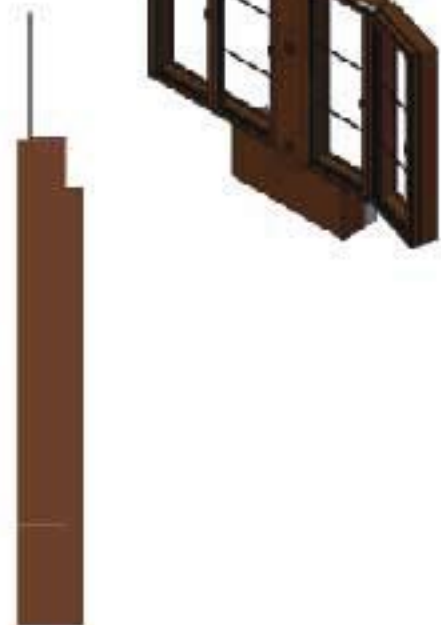


side view

Alternate Option

Drive-Thru Menu Board with Integrated Speaker

- Branded header
- Powder-coated aluminum construction
- LED or T8 fluorescent lighting options
- Optional P.O.P. wingers

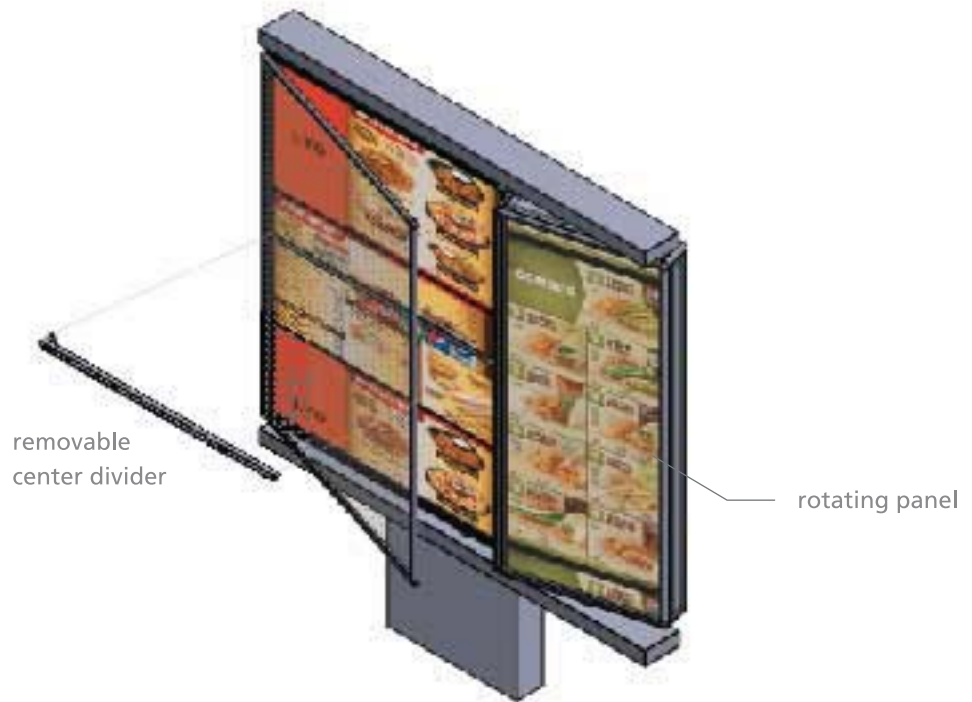


side view

ADDITIONAL COMPONENTS

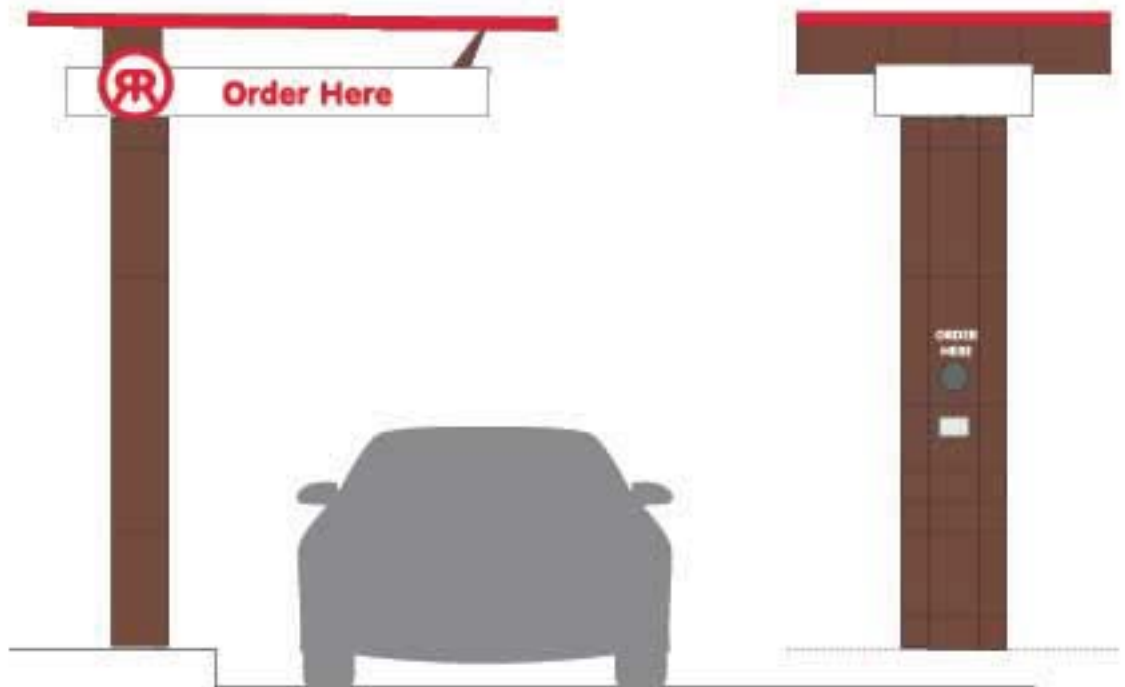
Drive-Thru Menu Board with Rotating Day Part Panel

- Branded header
- Powder-coated aluminum construction
- LED or T8 fluorescent lighting options
- Optional P.O.P. wingers
- Optional adjustable center divider



Drive-Thru Canopy

- Aluminum construction



EXTERIOR SYSTEMS

Increase sales and brand image with an Exterior Visual Communication System

With the amplified cost of furniture and décor for your interior dining room, the smart choice is to upgrade your drive-thru system to incorporate as much messaging, functionality and visual appeal as possible. Adding or improving a drive-thru is much like adding a separate business to your restaurant; and you will continue to build your brand identity, while offering customers a fast and easy experience.

Powerful messaging, placed in the right Zone, along with order accuracy and efficient timing not only help to improve customer perception of your brand, but also help to increase your ROI.

From full drive-thru systems, to panel inserts and retrofitting capabilities, VGS / Posterloid works with some of the top restaurants in the industry. Our design / build experience allows us to carefully design each system to fit your needs and your budget.



INTERIOR SYSTEMS

Increase sales and brand image with an Interior Visual Communication System

From the entrance to the exit, each sign, point-of-purchase display, menu board & graphic plays a crucial role when communicating to your customer. When used together, they create a powerful visual communication system that can educate, inform and direct your customer, while enhancing your brand.

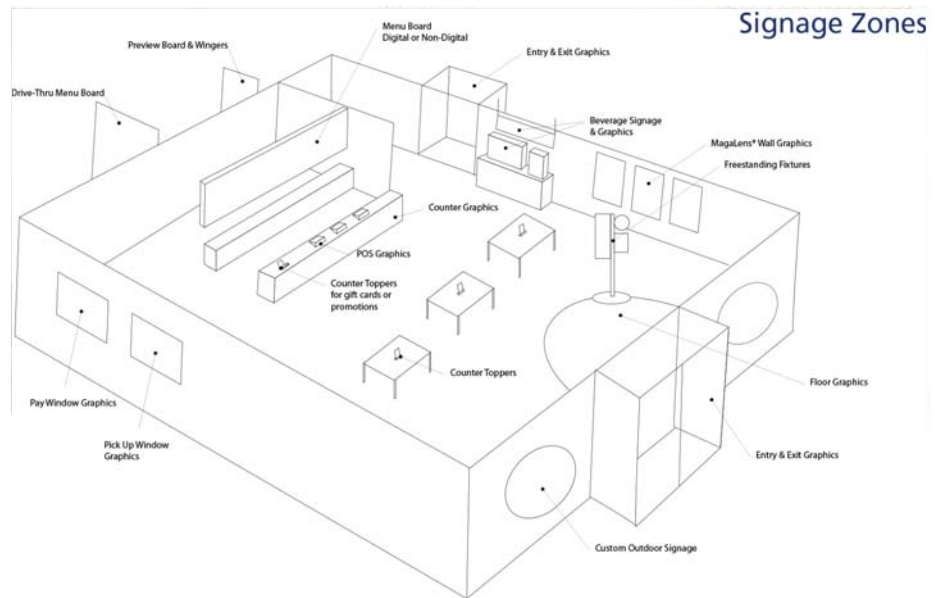
- Menu Boards
- Countertop Displays
- Freestanding Fixtures
- Poster Displays
- Counter Graphics
- MagaFrame™

With over 90 years of combined experience, VGS / Posterloid has been building systems for top-name brands in the Restaurant Industry, including Subway®, Boston Market and Popeyes. Our displays and fixtures are built to last and provide ultimate changeability — just lift up the magnetic lens and swap out messaging & images as often as you need to!

Studio D

In addition to menu boards, fixtures & displays, VGS' professional in-house design agency has experience handling any size project — from custom signs to national chain roll outs with thousands of locations.

- Brand Design
- In-Store Communication
- Digital Content Design
- Branded Environments
- Menu Design





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