

Quick Service Restaurant Digital Menu Boards

Craveable Brands

OPORTO | Red Rooster
Australia-wide

Serving over 150,000 customers a day
throughout Australia over 570 restaurants

Craveable Brands represent 3 iconic
chicken brands;

- Red Rooster
- OPORTO
- Chicken Treat

With a vision to be Australia's best known
and most loved restaurant brand



The Challenge

- To maintain consistency across a national chain and transform the customer experience
- With predominantly millennial customers create a new, fresh, and modern store
- Increase customer brand engagement and loyalty
- Improve operational efficiency, and reduce manual workload

The Solution

- StratosMedia was chosen for scalability, ease of use, and deployment
- Using StratosMedia 'sites' functionality, dynamic pricing updates across interstate price zones seamlessly
- Video wall takeover provides campaign impact repurposing a menu board to a video wall for immediate promotional impact
- Real-time display capability for promotional sales & stock sellouts
- Dayparted content over breakfast, lunch, and dinner
- Ability to trigger offers based on weather, loyalty, location and other unique attributes

The Platform

Featured functionality

- Sites
- Video wall takeover
- Scheduling

Platform Components

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine

Hardware

- Chrome OS Hardware