

## CASE STUDY

# A Slice of Digital Heaven

Embed Digital works with a California restaurant operator to introduce a new Pizza Hut concept built on a foundation of digital signage.



By Richard Slawsky | Contributing writer,  
Kiosk Marketplace and Digital Signage Today



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## The players

**Embed Digital**, based in Irvine, California, provides turn-key digital signage solutions for businesses of all types, offering everything from content creation to hardware installation. Everyone at Embed Digital is on its customer service team, from the CEO who may pick up the phone to the furry friends that may lick you as you walk in the door.

**Southern California Pizza Co.** owns and operates 261 Pizza Hut restaurants in the Greater Los Angeles area. The company was founded in 2008 and is based in Orange California. Southern California Pizza is a former subsidiary of Pizza Hut Inc.

## The challenge

Customer tastes and demographics are continually changing, and savvy restaurant operators have learned to adapt their operations to those tastes and demographics to stay ahead of their competition. SoCal Pizza is one of those operators working to keep their restaurants fresh and innovative.

Although most people are familiar with the traditional “red roof” Pizza Hut locations, with their relaxed family-style setting and limited bar menu, SoCal Pizza wanted to expand on a Pizza Hut concept that would deliver an entertaining customer experience along with offering great food and service.

The company found that with its Pizza Hut Sports Bar concept, it fulfilled the needs and wants of the consumer looking for more

than just a great pizza. The restaurant, to be located in San Bernardino, California, will offer a 9” individual pizza prepared in about 5 minutes, an extended menu including sandwiches, salads, pastas and of course pizza and wings not to mention 39 TVs for customers. It will also feature a full bar.

But while SoCal Pizza had the great food and service aspect of the concept nailed down, it wanted the entertainment aspect of the restaurant to be an experience like no other. To accomplish that, the company needed a partner with the experience and expertise to make it happen.



## The solution

To help it deliver the ultimate entertainment experience, SoCal Pizza tapped Irvine, California-based Embed Digital.

Embed Digital began working with SoCal Pizza in 2014, when SoCal Pizza hired the company to provide audio/video services for what was then its flagship Pizza Hut restaurant in La Mirada, California. From there, the partnership took a quick turn.

“I put together a pretty cool package for audio video, and 10 days before the store opened they asked me if I had any experience with digital menu boards,” said Embed Digital CEO Mike Sisco.

“I told them, yes, we can do that,” Sisco said. “So in less than two weeks we took them from never having a digital menu board to having a system that accomplished what they were looking for.”

Over the next two years, Embed Digital has worked with SoCal Pizza to establish what their standard system would be for a dine-in Pizza Hut restaurant. The original two-screen system developed for La Mirada has grown into a complete Cloud-based content management system with custom animation on four screens.

“The Embed Digital team has been an important part of the success of our dine-in business,” said SoCal Pizza COO Jamie Nelson. “The menu board systems they provide are key to grabbing the attention of today’s digital-savvy customer.”



Embed Digital will also be installing two- and three-screen digital menu boards in SoCal Pizza's delivery/carryout restaurants. It also provides content creation and installation services.

"We figured out the right solution just by working with them, watching their menu evolve and understanding what their goals are," Sisco said. "We did four more dine-in restaurants and now are working on retrofitting some of their older units."

But while Embed Digital was successful in developing a menu board system for SoCal Pizza's existing Pizza Huts, the company knew the expectations for the San Bernardino sports bar concept would be much, much higher.

## The results

The San Bernardino Pizza Hut bar concept promises to be a groundbreaker for SoCal Pizza, driven in part by the audio/visual and digital signage package Embed Digital created.

The menu board system will consist of four 55-inch DME Series Samsung digital displays. The restaurant will also feature a full bar, supplemented with 48-inch DME Samsung displays in portrait mode, featuring happy hour specials, food promotions, local events and other information.

The dining room and patio will be the real showcase, though, with a staggering 39 screens ranging from 48 inches to 82 inches. All of those screens will double as digital marketing screens, displaying multiple sporting events with future plans to show tickers with game schedules. Fans will be able to watch 10 different games at the same time, all while being marketed current specials and promotions.

And the digital panorama doesn't end there.

“We’re also installing five 22-inch DB-22 Samsung Screens at the point-of-sale stations,” Sisco said. “So instead of seeing the back of the POS system, the cables and the printer, you’ll see nice marketing screens with animation promoting their current specials, national campaigns and local events.”

By all expectations, the digital experience Embed Digital is helping SoCal Pizza to create could serve as the model of the Pizza Hut experience for years to come.



“Everyone at SoCal Pizza is tremendously impressed with what Embed Digital has been able to accomplish in the San Bernardino restaurant,” Nelson said. “We’re looking forward to a long, successful partnership with everyone on Mike’s team.”

## About the sponsor:

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