

TESTIMONIALS

RESULTS FROM OUR NATIONAL QSR CLIENTS

McDONALD'S

"I have just finished a two month test of Velocity Signs and had great results. I measured this by how high the unit movement of Mighty Wings compared to my other restaurants. Also, I compared the sustaining period after the advertising finished.



I had a 20% higher initial lift in units per thousand compared to my other restaurants. Then in the sustaining period we kept 50% of the initial lift compared to 30% or less in the other restaurants. I did move the Velocity Signs to another store for two weeks. It did immediately raise the unit movement 20%. I then returned it to the first store and again saw a lift in sales while the second store without the sign waving machine dropped. I couldn't be happier with the results, immediately purchased additional machines, and will share my success with other McDonald's franchise owners."

-Neal Ruby, Franchise Owner
and National Advertising Board Member

SUBWAY

"In the first month (June) of using Velocity Signs, my sales were up by 10% and the market was down. This is the most cost-effective and results-driven advertising we have done. I have recommended Velocity Signs to other Subway franchise owners."



WEEK OF 6/11/12 - UP 7.8% **WEEK OF 6/18/12 - UP 11.6%**
WEEK OF 6/25/12 - UP 9.2% **WEEK OF 7/02/12 - UP 6.2%**

-Farhad, Franchise Owner

TOGOS

"Our sales were down year to year and the first month we started using our Velocity Signs, our sales increased by 46%! Our sales have been up by an average 15% year to year each month since. Velocity Signs allow us to stand out from our competitors, promote our special offers, and let our customers know we are open for business when customers are making a buying decision."



-Rajesh Patel, Franchise Owner

SWEET FROG FROZEN YOGURT

"Sweet Frog Frozen Yogurt is a rather young franchise and our Owner Group implemented human sign wavers from the start. We are convinced those efforts increased awareness of our business but human sign waving was far from a perfect solution because it was often either too hot, too cold, too dark, rainy, or some other factor that forced our human sign waver inside the store.



APRIL 2014 - MAY 2014:
SALES INCREASED 19.7%

MAY 2013 - MAY 2014:
SALES INCREASED 6.8%

In May 2014 we began using Velocity Signs at several of our Sweet Frog Frozen Yogurt locations throughout North Carolina. Our sales began increasing immediately, and in addition, the machine provided many more benefits, as follows:

- The waving machine works in the heat, in the cold, in the rain, and even when it is dark outside
- The lighted sign provides visibility to the store every hour the store is open every day of the week
- The waving machine is visible for an entire block

We were thrilled to have several of our newer customers tell us they knew Sweet Frog was in the area but didn't know exactly where until the waving machine directed them to the store.

We are very proud to have a Velocity Sign advertising our business. We have even had other business owners stop by asking for information on Velocity Signs. We are extremely pleased with the results of our investment."

-Ken Egel, Franchise Owner

FIREHOUSE SUBS

"We put the sign waving machine through a three month performance evaluation by request from our corporate office and no matter how we analyzed the data (day to day, week to week, month to month), we had a significant increase in sales every time we were using Velocity Signs. Not only did we see an increase in sales for the product we were promoting on the signs, we had an overall increase in store sales by an average 10% and an increase in catering by an average 28%. The sign waving machine paid for itself within the first two weeks and has proven to be our most cost effective marketing tool for our restaurant."



-Sam Chatha, Franchise Owner

