

Samsung Direct-Lit LED Displays Win a Leading Role in Red Robin's Brand Transformation



Overview

Customer Need

As part of a brand transformation, Red Robin sought to update and standardize the wide range of aging TV monitors – including outdated cathode ray tubes (CRT) – installed across its more than 300 company-owned restaurant locations. It required the best modern displays to help define unique spaces for customers of all ages, leveraging programming provided by DIRECTV. Red Robin's determining factors in selecting the right display were image quality, total cost of ownership and energy efficiency.

Samsung Solution

Red Robin, in conjunction with media services integrator PlayNetwork, selected the 55-inch Samsung MD Series commercial display as the new standard for its restaurant locations. The direct-lit LED displays provided advantages not only in quality, affordability and warranty provisions, but also aligned with Red Robin's strong focus on energy saving and sustainability.

Results

Through a well-coordinated effort with its partners, Red Robin installed more than 650 displays in 2012. The Samsung MD Series displays have enhanced the design concept of Red Robin's transformed locations, as well as the restaurant chain's other existing prototypes, while enabling the creation of differentiated experiences in each area of the restaurant. The energy-efficient direct-lit LED displays have also facilitated a 33-percent reduction in power consumption compared with traditional CCFL-backlit models, resulting in significant savings for the company in total cost of ownership over the lifetime of the displays.

The Customer

Red Robin Gourmet Burgers

Since opening its first restaurant in 1969, Red Robin Gourmet Burgers has grown to more than 470 company-owned and franchised restaurants in the U.S. and Canada. Along the way the popular casual dining restaurant chain has won both customer loyalty and prestigious awards for its high-quality food and guest service, fun environment and operational excellence as well as for the many neighborhood programs supporting the communities it serves.

But Red Robin doesn't rest on its laurels. The company's goal is to always be relevant to current guests and to attract new customers with an enhanced and rewarding experience. To achieve this goal, in 2012 Red Robin began planning a brand transformation based on the results of comprehensive consumer research. The transformation began in 21 restaurants and included changes to Red Robin's service model, menu, food presentation – even restaurant team member uniforms – in addition to refinements to the physical environments of the restaurants. In particular, the company sought to create unique spaces and experiences for guests of all ages, ensuring – for example – that singles on dates would enjoy their meals at Red Robin just as much as parents and their young kids.

"This is not simply a restaurant remodeling effort," said Steve Carley, Red Robin's CEO. "It's part of our overall strategy to make the Red Robin brand more relevant to our current guests, and attract more of them, more often, and leave them so delighted with the experience that they tell all their friends. This continues an evolution of our brand to build profitable sales."

"Gift of time" to the guest with the top of the line entertainment package

THE Customer Need

Display Technology to Deliver the "Gift of Time"

Technology was core to the transformation, according to Jason Rusk, Vice President, Brand Transformation at Red Robin. "It's the wave of the future," he said. "We were particularly focused on how our guests interact with media and technology in the restaurant and how this could improve their experience."

Red Robin has long emphasized the "gift of time" – the idea that guests should be encouraged to spend as much time as they like in the restaurant, chatting or watching a ball game after their meal. All restaurants have TVs installed throughout the dining areas and the bar with programming provided by DIRECTV, encouraging patrons to hang out and relax.

However, after many years of ad hoc updates and replacements, there was no standardization of the displays within Red Robin locations nationwide, leaving a hodgepodge of LCD, plasma and bulky CRT TVs of varying sizes. As part of the transformation of Red Robin's physical spaces the company sought to standardize the displays in all its company-owned locations with the best modern displays to enhance diners' viewing experience.

PlayNetwork, a leading provider of integrated media services, was contracted to manage the installation of the audio-visual program in conjunction with DIRECTV. Each display was required to have the capability to play a different channel and the durability to operate continuously during Red Robin restaurant hours – typically 12 hours or more, 7 days a week. In selecting the right display for the program, the company focused on image quality, total cost of ownership and warranty support.

Installing more energy-efficient displays was also an important objective, aligning with Red Robin's strong focus on sustainability. It would join the company's growing list of environmental efforts, which includes switching to LED lighting, reducing packaging materials and implementing an energy management system.

"We were particularly focused on how our guests interact with media and technology in the restaurant and how this could improve their experience."

– Jason Rusk, Vice President,
Brand Transformation at Red Robin



photo: ©2013 Andrew Pogue

THE Samsung Solution

MD Series LED-Lit Commercial Display

After evaluating consumer TVs and commercial displays from numerous manufacturers, Red Robin and PlayNetwork selected the Samsung MD Series 55-inch LED commercial display as the standard model for its transformed restaurants. In 2012 the company began installing six to nine MD Series displays in dining rooms and bars of existing prototype Red Robin restaurants, as well as in the locations scheduled to be part of brand transformation, with the ultimate goal of upgrading the displays in approximately 200 company-owned Red Robin restaurants by summer of 2013.

PlayNetwork had been representing the Samsung product line for a number of years, explained Darrell Champagne, the company's Executive Vice President of Operations. "We've had great success with utilizing Samsung displays in very demanding hospitality and enterprise environments," Champagne said. "When Red Robin approached us with the opportunity to work with them on this brand transformation, Samsung was PlayNetwork's first choice."

The Samsung MD Series provides all the benefits of LED displays at a purchase price-point that compares favorably with previous-generation LCD models, which were backlit by cold-cathode fluorescent lamps (CCFL). Its unique design utilizing direct-lit LED technology enables a brilliant picture quality while delivering significant energy savings, reducing impact on the environment as well as the total cost of ownership for the lifetime of the display.

Successful brand transformation using independently managed LFD solution

"It was an important decision and we purposely went with LED displays due to their reduced power consumption," said John Rogers, Vice President, Capital Purchasing, Red Robin International, Inc. "It fits in with our emphasis on environmental stewardship, and also makes sense in terms of the total cost of ownership."

The MD Series offers an expansive visual experience that is ideal for high-traffic areas that require a wide viewing angle. A narrow bezel allows viewers to focus more on the content. It also sports an integrated tuner and embedded media player for easy content play and updates.

Beyond image quality, Rogers said the three-year commercial warranty – including on-site warranty at no additional charge – was also a key factor in the decision.

"We've had great success with utilizing Samsung displays in very demanding hospitality and enterprise environments."

– Darrell Champagne

Executive Vice President of Operations at PlayNetwork



Quick Profile:

MD Series Commercial LED LCD Display

As used by Red Robin Gourmet Burgers

DISPLAY SIZES (DIAGONAL): 32/40/46/55 inch class

PANEL TECHNOLOGY: Direct LED LCD BLU 60/120Hz

RESOLUTION: 1920 x 1080

BRIGHTNESS: 350 nits

CONTRAST RATIO (TYPICAL): 5000:1

VIEWING ANGLE: 178°/178°

RESPONSE TIME: 8ms

SCREEN DEPTH: 3.7 inches (3.75 inches for MD55B)

BEZEL WIDTH:

MD32B – 16.5mm, bottom 20.5mm;

MD40/46/55B – 17.5mm, bottom 21.5mm

WEIGHT:

MD32B – 13.9lbs, MD40B – 20.5lbs, MD46B – 26.8lbs, MD55B – 40.5lbs

FEATURES:

Integrated Tuner, Embedded Media Player, built-in speakers, PIP/PBP

USB Plug and Play with MagicInfo Lite software

POWER CONSUMPTION (Typical/Max):

MD32B – 50W/94W; MD40B – 87W/119W;

MD46B – 94W/136W; MD55B – 124W/164W

ENVIRONMENTAL:

EMC Emission Standard; Energy Star 5.0 compliant; RoHS compliant

STANDARD WARRANTY: 3 years on-site (parts/labor)

THE Results

Energy Savings, Improved Customer Experience, and Plans to Integrate Guest Content

Red Robin completed the rollout of more than 650 Samsung MD55B displays in 2012. A well-coordinated effort led by PlayNetwork among multiple partners successfully met the huge challenge of installing displays in five to ten restaurants a week, including inline locations in shopping malls.

The installation adopted the more guest-relevant design concept of Red Robin's brand transformation. "We ensured that displays were visible in all areas of the restaurant interior so guests could enjoy the TV entertainment while still engaging in table conversation," said Rusk.

Although the rollout to all of Red Robin's stores is still ongoing, the LED direct-lit displays have led to a 33-percent reduction in energy consumption compared with equivalent CCFL-backlit models, a significant cost saving that more than justified the investment in the new technology.

The displays, each with the ability to run a different channel, are also contributing to the company's goal of better defining spaces for Red Robin's diverse mix of guests. For example, in the transformed restaurants and other existing Red Robin prototypes where the TVs have been replaced, the displays in the bar typically are tuned to sports-related programming.

"Overall, the guest response to the new audio-visual package has been very favorable," said Eric Frey, general manager for Red Robin's Greeley, Colorado, location. "Our guests enjoy the larger, 55-inch displays, HD picture quality and also the addition of sound during sports programming."

As the brand transformation continues, Red Robin is discussing ways the restaurants can build greater engagement with guests. One plan is to install photo booths in the restaurants and allow links to the displays. "We plan to do a lot with the technology, including integrating guest content to make their experience more memorable," Rusk said.

"We plan to do a lot with the technology, including integrating guest content to make their experience more memorable."

– Jason Rusk

Vice President, Brand Transformation at Red Robin

Legal and additional information

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 222,000 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

For more information

For more information about Samsung Cloud displays, visit www.samsung.com/prodisplay



Copyright © 2012 Samsung Electronics Co. Ltd. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co. Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

Google, Android and Android Honeycomb are trademarks of Google in the United States, other countries, or both.

Infraware and Polaris Office are trademarks of Infraware, Inc. in the United States, other countries, or both.

Samsung Electronics Co., Ltd.
416, Maetan 3-dong,
Yeongtong-gu
Suwon-si, Gyeonggi-do 443-772,
Korea

www.samsung.com

2013-05