



KRISPY KREME UK

OVERVIEW

Krispy Kreme has been operating in the UK since its launch in Harrods in 2003 as a retailer of premium, high quality doughnuts and coffee. Krispy Kreme UK currently operates over 115 locations and has a presence in over 1100 in-store cabinets with retail partners including Tesco, Morrisons and Welcome Break outlets across the country.

“the features are extensive and the support from the team is second to none”

Mike Tinnion, Senior Creative and Content Manager, Krispy Kreme

Krispy Kreme have deployed over 1,000 end points using **embed** covering a variety of uses including:

- Digital Menu Boards with single screens, 2x1, 3x1, 4x1 and 5x1 configurations
- Drive-thru outdoor screens
- Direct View LED including the unique 'Express Service Hole' at Edinburgh St James
- GEN8 Cabinets with presence sensors, LED lights, shelf edge label displays and stretched header screens
- Hot Light Experiences including the use of tablets, countdown timers and store LED lighting control

QUICK FACTS

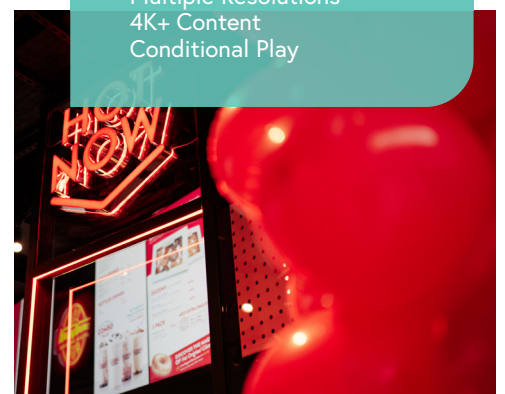
Period:
2018 - ongoing

Location:
UK & Ireland

Industry:
Retail / QSR

Platforms:
Windows
Android
Samsung SSP Tizen

Key embed features:
External Communications
Device Interactions
Touch
Countdown Timer
Multiple Resolutions
4K+ Content
Conditional Play





GEN8 CABINETS

The GEN8 cabinets are a first for the Krispy Kreme brand globally.

The GEN8's include stretched header screens and shelf edge labels (SELs) which are designed to grab the attention of customers. Brand reinforcement content such as 'Made Fresh Daily' is displayed on the headers paired with a waterfall of doughnuts covering all of the SELs, giving the entire cabinet an undeniable presence.

Curious consumers approach the cabinet and once close enough, their presence is detected and the SEL content changes to present the product name, description, pricing and allergens.

The cabinets also integrates an LED light strip where colours can be changed instantly to match the campaigns on screen, which presents further opportunities to delight the customer.



“the GEN8 cabinet has rewarded Krispy Kreme with unprecedented sales and revenue... none of this would have been possible without the expertise and incredible support of embed”

Phil Goldsmith, Content Executive, Krispy Kreme

“there are huge opportunities to surprise and delight our customers at the point of purchase”

Suk Nichols, Sales Director, Krispy Kreme

DIGITAL MENUS

Digital menu boards are used in the majority of Theatre, Fresh & Air Stream stores throughout the UK.

The primary menu board configuration is 3x1 where each menu screen is used to deliver different content with the middle screen displaying promos and the left and right screens showing different products for the menu. At regular intervals, takeover content is shown covering all of the screens.

Conditional play rules including weather states are added to content to ensure it's presented at the right moment on the screens.

In unique store configurations, such as Canary Wharf where the store is stretched along a walkway, a different approach is needed. With space limited, stretched header screens, shelf edge labels and Direct View LED walls are used to deliver product information, pricing and promotional messaging.



“adding conditional rules for when content is valid to play is a really powerful tool for our campaigns”

Phil Goldsmith, Content Executive, Krispy Kreme





HOT NOW



In some stores, original glazed doughnuts are made on-site and come fresh off the line ready for customers to enjoy while still hot.

During the 'Hotlight Hour', the menus are changed to HOT NOW content, used to entice customers.

At Krispy Kreme's Westfield Stratford store, the experience is taken further where there is a 10" tablet for staff to activate the HOT NOW countdown. This triggers a 30 minute countdown of content on the main 5x1 and secondary 2x1 portrait menus.

During the 30 minute countdown, a variety of content changes take

place on the screens every 5 minutes. For the final 10 seconds there are full screen takeovers on both the 5x1 and 2x1 menus.

With the countdown completed and the Hot Original Glazed doughnuts ready, all the screen content changes to the HOT NOW menu and promos.

At the same time, triggers are sent to the in-store lighting system to dim the main lights and for the HOT NOW signs at the serving counter and store entrance to light up red.

A very similar experience is setup in the Edinburgh St James store.

DIRECT VIEW LED

Krispy Kreme UK implement Direct View LED across new stores in a variety of creative ways.

In Canary Wharf, there are two portrait banners either side of the store which draw the attention of people passing. At Westfield Stratford, there is a concave curved LED wall which wraps around the condiments area providing opportunities for clever and creative content to flow around the space.

The most unique of all is at Edinburgh St James, where there is an LED with a hole in the middle used for their Express Services.



“embed has helped us elevate our in-store experience for customers. The system is fantastic but the team behind it is even better! True experts in this field, cannot do enough to help and are always willing to push creative boundaries. A joy to work with”

Mike Tinnion, Senior Creative & Content Manager, Krispy Kreme



DRIVE THRU

Krispy Kreme have tuned into their audience to make it much quicker and safer for their customers to enjoy their menus with the roll out of more drive-thru locations.

Alongside digital menu boards inside the stores, Krispy Kreme use outdoor screens as part of a faster, smoother drive-thru experience.

Hotlight campaign content is automatically displayed at specific times during the day using conditional play rules. Krispy Kreme also use weather conditional play rules to activate content automatically based on the weather of the location.



ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

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