

The Pro Football Hall of Fame Uses Digital Signage to Reach Consumers



Summary: With the help of the graphics team at WRL Advertising, the Pro Football Hall of Fame displays a 90” dynamic sign to target consumers at the busy Akron-Canton Airport in Ohio.

Challenge: The Akron-Canton Airport in Ohio serves thousands of passengers who enter and exit the airport on a daily basis. The Pro Football Hall of Fame, which is recognized as America’s Premier Sports Museum and Showplace, were interested in advertising their content within the bustling airport. The Pro Football Hall of Fame were previously using a sign to attract their consumers, however, it was archaic. “Their previous sign was about 25 years old and static,” stated James Hill, the Motion Graphics Director. Realizing that there was not much potential in targeting their consumers with a sign that displayed out-of-date information, the Pro Football Hall of Fame was determined to change the way they communicated with their consumers to help bring in more patrons to their establishment.

Solution: The Pro Football Hall of Fame contacted WRL Advertising to help them create a fresh new look to enhance their advertising campaign. WRL Advertising has already been successfully working with the Hall of Fame for a number of years on a variety of projects. Being ahead of the curve, James Hill knew exactly what the HOF needed to get a fresh new start – dynamic signage. Hill was responsible for the technical research and setup of UCView’s digital signage hardware

and software. In addition, the advertising company contacted a local sign company to build and install an enormous 90” display to be placed within the airport. The spacious sign is located nearby the exit so interested consumers can easily view the signage.

Working with UCView: With WRL Advertising’s innovative ideas and with the use of UCView’s hardware and software, the Hall of Fame was able to display updated and versatile content for their consumers. While working with the UCView team, Hill stated the following, “I can’t say enough about the UCView team. They helped me from start to finish. Their tech support responded quickly to guide me through everything. The online software is easy and powerful to use. I highly recommend UCView!” With equipment provided by UCView and the stunning graphics created by WRL Advertising, the Hall of Fame was successfully able to target their consumers using an effective and updated solution.

Impact: The 90” long sign is strategically placed in the busy Akron-Canton international airport. The sign has been in the airport for only several weeks, but the outlook is positive. The sign contains striking graphics and is placed in a brightly lit area. The eye-catching display is sure to target more consumers than ever before. The sign displays the Pro Football Hall of Fame’s logo and depicts visual content focusing on the museum’s exhibit and legendary Hall of Famers. As the museum is located in the city of Canton, the HOF can use the sign to bring in enthusiastic football fans coming from all over the United States. Dynamic signage brings endless possibilities for the future of advertising.

About WRL Advertising:

WRL Advertising is a full service agency that provides businesses large and small with the very latest in website design and programming, multimedia, broadcast, print, branding, traditional and internet marketing and public relations services. Currently, WRL has a base of over 100 clients in 12 states, with headquarters located in Canton Ohio. WRL is an advertising powerhouse – one with a combination of skills that is certain to get your message heard above the din of this noisy world.

About UCView Media:

UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate. The objective of UCView is to allow for the convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility is located in Northridge, California.