

Case Study.

Shoeless Joe's.

Interactive Touch Screen Advertising.



Client Brief.

The popular restaurant, Shoeless Joe's based in the heart of Toronto's Harbour front, wanted to provide interactive menus and captivating brand advertising in a bid to entice and engage with its customers.

Acquire's Solution.

Working in collaboration with Canadian based partners Radiant Group and using their exclusive technology CaptivTouch™, digital screens have been installed outside the bar and uses motions, sounds, videos and animations to entice beckoning customers into the restaurant.

Features and Benefits.

- Uses videos and animation to successfully attract customers.
- Achieve enhanced interaction with customers.
- More effective than traditional print posters.
- Excellent platform for brands to advertise products.
- Customers can browse the menu using touch screens.
- Number of customers has increased since the installation.

The Acquire Software.

Acquire is used to manage the onscreen digital content. Adverts can be changed with ease from one single control centre, either from a head office location or from the restaurant itself. By integrating the latest technology, Shoeless Joe's are able to captivate and entice potential customers.

A digital solution such as this one allows customers to interact and explore a restaurant before going inside, which is harder to achieve with traditional advertising methods. Digital touch screens also allow customers to further engage with brands.

