

Case Study

Romania's Rompetrol Group Chooses C-nario's Digital Signage for Gas Station Network

Overview

The Rompetrol Group is a Romanian oil company operating in many countries across Europe. The company operates an extensive network of gas stations throughout Romania, designed as service centers where customers, in addition to the sale of best-quality specific products, can benefit of additional services, and enjoy convenience stores and coffee shops. In 2005, Rompetrol selected C-nario Messenger as the operating platform for the digital signage application throughout its gas stations. The final decision was made after conducting a six-month pilot project.



Objectives

Rompetrol had three main goals:

- Enhance their branding and promoting gas and car maintenance products, and additional services (such as car cleaning, tire replacement, car electricians etc.)
- Deliver information to gasoline buyers to drive sales in the convenience stores
- Generate revenues from the sale of advertising space.

Description

LCD screens installed both on the self-service gas pump forecourt and inside the stores playback multi-channel content programmed to suit the local clientele. An additional layer provides updated information about weather and traffic as general content.

The large area network is controlled, monitored and content is distributed from a single control center on Rompetrol's headquarter premises.

Solution

C-nario's Messenger is a comprehensive software-based network distribution, display, control and management system for informational, promotional, and commercial messaging in public and corporate facilities. Messenger delivers high quality combined video, audio graphic and text-based information, advertisements and promotions to multiple electronic displays.



Challenges

C-nario's solution met the four main challenges faced by Rompetrol:

- Synchronized different display zones of information
- Two different layouts from a single PC
- High quality video playback
- Extensive control and monitoring abilities.



Results

C-nario's digital signage platform enabled Rompetrol to reach customers at the pumps and convenience stores with highly targeted information, promoting products and services while enhancing customer experience. The rich content grabs customers' attention with relevant information and promotional content, helping to increase sales and enhance service, as well as attracting various companies to advertise on the screens.