

## T.G.I. Friday's® Restaurants

T.G.I. Friday's is a casual dining restaurant that offers American cuisine and features an expanded alcoholic beverage menu and a large bar section.

T.G.I. Friday's wanted an innovative way to increase bar traffic and drive sales of top shelf liquor. De facto industry approaches such as branded premiums and neon signs were lost in the signature décor of the store. Friday's needed something remarkable that would encourage bar patrons to buy another round.

## 3D HoloVision™

Provision presented T.G.I. Friday's with an innovative Point-of-Sale program focused on generating an extreme "wow" factor from bar patrons, the 3D HoloVision.

3D HoloVision is a remarkable 3D projection system designed to introduce consumers to new products & encourage the purchase of more items. The impressive 29" 3D holographic display projects high definition advertisements into real space approximately three feet in front of the unit.



For customers, the experience is exciting and memorable. For marketers trying to gain the attention of busy consumers, its value proposition is powerful: **it lifts sales.**

## The Results

Customers and restaurant managers praised 3D HoloVision for both the quality of the 3D projection system and the **significant sales lift** it generated. Managers were especially impressed with the increase in bar traffic, which they attributed to 3D HoloVision. The result: *tens of thousands* of ad plays from brands such as Bacardi, Crown Royal, Budweiser, and more.

## T.G.I. Friday's Stats

When surveyed about 3D HoloVision advertisements, T.G.I. Friday's patrons responded:

