

# Blackwell Automotive

## OVERVIEW

- Customer: Blackwell Automotive
- Type: Outdoor Series
- LED Model: 20mm pixel pitch
- Size: 20mm (112 x 96) LED display
- Usage: Outdoor display for an automotive repair service provider

## HIGHLIGHT

- 25% increase in calls and visits within first month compared to before installation
- 10-15% immediate sales increase
- 30% sales increase after 2-3 months
- Notable increase of word-of-mouth factor from passersby informing other friends or family members about the store
- Immediate projection of credibility with nationally recognized brand services and certifications



## CUSTOMER NEEDS

Blackwell Automotive is an automotive repair service provider based in Phoenix, Arizona, US. Originally using a static, standard rear illuminated sign, Blackwell Automotive felt that their brand presence was underwhelming and needed to make a more distinct statement on the traffic that flows past its location.

## PRISMVIEW SOLUTION

Blackwell Automotive used Prismview LED signage to emphasize that they are a NAPA Autocare Center and an ARI Fleet Authorized Repair Facility which led to an immediate sales increase of 10-15% and eventually seeing an increase of 30% within a few months.

The digital statement was so powerful that people who have been driving by the previously nondescript location for 18 years+ never even knew there was an automotive repair facility there and have since become regular customers within the first week of installation.

## Planning and Consultation

Having had static signage for so long, Blackwell Automotive was apprehensive about migrating to what initially appeared to be a tech-intensive solution that required a long and complicated learning curve. However, the local Prismview representative put their fears completely to rest by clearly and simply explaining the options and capabilities that were directly suited to their business objectives as well as installation requirements.

## Superior Reliability

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## Highest Class of LEDs

One of the motivations for Blackwell Automotive to adopt an LED solution was due to other competitors in the area who had already made the move to upgrade their signage. However, Blackwell's decision to choose the industry-leading, tier one LED solution of Prismview has clearly made a distinct promotional advantage over competitors who deployed solutions of a lesser quality that adheres to lower standards.

**“ People did not know we were an auto repair facility. And the day that the signage was turned on, they stopped in and have been customers ever since.”**

## About Prismview LLC

Prismview LLC, a subsidiary of Samsung Electronics Co., Ltd., is a leading LED signage manufacturer with thousands of successful global deployments. As an LED industry pioneer for more than 20 years, Prismview's reliable signage technologies deliver dazzling image quality, best-in-class energy efficiency and installation simplicity for customers across a range of markets. Samsung Electronics acquired the company, then known as YESCO Electronics, in March 2015 to add LED expertise to its diverse display portfolio. To learn more about Prismview and view its complete LED signage offerings, visit [www.prismview.com](http://www.prismview.com).