

## Amplified Organisations in the spotlight



**Customer**  
Hesburger

**Industry**  
Restaurant

**Challenge**  
To digitise Hesburger's marketing materials in its restaurants

**Solution**  
Install digital signage solutions in 150 Hesburger restaurants.

**Execution**  
Construction of a digital communications and publication system and the implementation of displays on restaurant walls, in windows and at cashier stations together with ZetaDisplay.

## Implementation of digital signage displays - Hesburger

Hesburger's story began in 1966, when **Heikki Salmela** and his wife **Kirsti** started up a grill kiosk in the town of Naantali. Over the years, Hesburger has expanded into a national restaurant chain, with 278 locations throughout Finland. In recent years, the concept has also made inroads abroad, with as many as 27 new Hesburger restaurants being opened outside of Finland.

"Hesburger has such an extensive network of restaurants that anything new we introduce has to be a long-term solution," explains Deputy CEO, **Jari Vuoti**, who has been with Hesburger for 27 years.

### Constantly updated special offers

Each year, Hesburger creates 20 national marketing campaigns, 12 bonus campaigns and 6 children's meal campaigns. In addition to these, there are constant new additions to the menu and

price updates. This is why the restaurants must constantly update and change their marketing materials.

"Before, we ran campaigns with paper printouts and it took a huge amount of time to make sure that the marketing materials were up-to-date in almost 300 restaurants," explains Vuoti.

Hesburger decided to digitise its restaurant marketing materials, acquiring Samsung digital signage displays for 150 of its restaurants. By November of 2015, displays had been installed in 50 restaurants.

"The new digital displays assure our marketing department that the materials being used are up-to-date in each and every restaurant. It makes things easier for both our marketing and

restaurant staff, and now we can launch campaigns at the same time, right down to the minute,” says Vuoti.

“Samsung’s strength is that we are able to offer our customers just the right products from our extensive product range. These can be anything from small displays at cashier stations, different sized displays for dining area communications, bright window displays or water resistant outdoor displays, such as for the drive-in lane and to get new customers to come into the restaurant,” explains Samsung Enterprise Business Sales Manager **Ossi Luoma**.

#### Delivery reliability is key

As a national chain, Hesburger places a high value on delivery reliability, which is the reason it chose Samsung as a partner. The display selection, installation and implementation of the communications and publication system were carried out by digital in-store marketing specialist ZetaDisplay.

“We don’t just offer our customers hardware - we provide them with custom-tailored communications solutions. Hesburger was such a great customer in that people from all over its organisation participated in designing the system. The entire system was built based on the customer’s needs,” says ZetaDisplay Managing Director **Jens Helin**.

Hesburger’s plans also included integration of displays with the cashier system. For example images of salad dressings will automatically appear on the display beside the cash register. Prices will be incorporated into the cashier system and moving images will also be shown on the displays.

“Samsung is able to serve us in each and every Hesburger restaurant in Finland, which is crucial for a large corporation and our franchising partners. Our goal is to provide franchising partners with a centralised system. We are also a major player in Estonia, Latvia and Lithuania. We will surely implement this system in the Baltic countries, as well,” says Vuoti.

“We are constantly finding new ways to use displays and believe that we will get even more out of them in the future. We are satisfied with the quality of Samsung displays and our joint project will continue.”



## Hesburger

**Parent company**  
Burger-In Oy

**Taxable sales turnover**  
EUR 203 million in Finland (2015)  
EUR 67 million abroad (2015)

**Employees**  
6,700

**Cashier transactions**  
37 million (2015)

**Restaurants**  
430

**Further information**  
[www.hesburger.com](http://www.hesburger.com)

## Samsung and Hesburger

**Number of restaurants with displays installed**  
50

**Set number of installations**  
150

**Further information**  
[www.samsung.com](http://www.samsung.com)

## ZetaDisplay

**Founded**  
2003

**Employees**  
60 employees in Finland, Sweden, Norway, Denmark and the Baltic countries

**Customers**  
Over 200 digital in-store communications chain clients throughout Scandinavia



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Jari Vuoti, Deputy CEO,  
Hesburger

