



Raydiant Brings New Technology to the Old World for This Italian Market



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DYLAN MCQUISTON, CREATIVE BRAND MANAGER AT CARLINO'S MARKET

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Mama Carlino, the matriarch of the Carlino family, started [Carlino's Market](#) from Ardmore in 1983. Now, almost 40 years later, the Carlino family runs two locations in Pennsylvania, where they still stick to original family recipes. But though the Old-World flavors remain their mainstay, the family started looking for new technologies to take their in-location customer experience to the next level. After finding Raydiant, they now have 15 in-house screens—and more on the way—at their Ardmore and West Chester locations. The market's Creative Brand Manager, Dylan McQuiston, sat down with us to explain why Raydiant won out over the rest of the technologies they considered.

Promoting Their Handcrafted Fare to In-Store Customers

"Our customers that have been shopping at Carlino's since day one," McQuiston began. "And I think the one reason I think they continue to do so is because we still make everything in-house daily. Mama Carlino was an avid cook, and we still follow those original family recipes that have been passed down for generations." McQuiston explained that it's this artisanal touch that Carlino's Marketing group wanted to capture in their on-location signage.

From Italian bread to pastries and pizza, everything is made in house daily at Carlino's. They even have an entire production kitchen in their West Chester location, a second full-service kitchen in Ardmore, along with two pastry kitchens run by their executive pastry chefs, one of whom trained under Mama Carlino. The family-owned market also offers products from unique vendors, like Carlino cousins who have a grove in Italy

where they make all their olive and other artisanal oils. It was these details that McQuiston wanted to draw attention to with their in-location displays.

"One of our goals is to promote the fact that everything is made at their market from scratch, and with love," McQuiston said. "And I think that if you walk in the door at Carlino's, you might look at the beautiful pastries, pizza, and bread and assume that everything is made elsewhere. One thing Raydiant has enabled us to do is to promote the fact that everything is made in-house daily using cherished family recipes, and that we stick to the craft. Our tagline is 'Makers and purveyors of artisan food' and we follow that every day. We're excited to now have in-store messaging that reflects that central brand value."



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Menu Boards, Promotional Posters, Custom Music, and More

Both Carlino's locations have switched out their printed menu boards for more dynamic digital menus. Not only do these menus attract more attention, they're also easier to read from far off, and give the staff the ability to switch out menu items quickly and conveniently. This is especially important for an in-house team that makes baked goods daily—they can decide last minute to switch out old menu items for new, based on customer demand, seasonal promotions, or simply wanting to try something new.

Along with their menu boards, the Carlino's staff also uses Raydiant screens as eye-catching promotional displays. "We just renovated our West Chester market, which has been our test on what we want the next phase of the Carlino's shopping experience to be," McQuiston informed us. "We started

introducing Raydiant-enabled TVs in areas like our beautiful new coffee and tea bar to promote our handcrafted beverages. These TVs have been highly effective in promoting our daily specials and seasonal offerings."

How else is Carlino's using Raydiant? Both market locations also use the platform to play custom background music through the [Soundtrack Your Brand app](#). Conveniently available right from the Raydiant dashboard, this app lets users select mood music based on their type of business, a genre of music, an artist, or an overall vibe. Once they select their criteria, the app automatically populates custom playlists. The app offers a library of more than 50 million licensed songs and playlists that constantly update so there's no repetitive playback.

Aligning Online and In-Store Marketing for Better Branding

As with many businesses, the pandemic forced Carlino's to restructure their marketing. One thing that came out of that shift was focusing more on the in-store shopping experience. "Carlino's is really big on the customer experience," McQuiston commented. "It's really exciting for me and my team because my team gets to work on promoting things on social media and across our marketing channels, but now we're starting to introduce this unique, in-store advertising as well. Our Raydiant displays really help us push in-store promotions, and bridge the gap between our online and offline marketing efforts."

Like Carlino's Market, many customer-facing businesses are looking to strengthen their brand by unifying their online and in-store promotional content. Research shows that consistent branding results in more revenue—**up to 23% more** in some cases. And brands that maintain this consistency in their marketing efforts—on and offline and across locations—**enjoy 3.5 times more brand visibility**.

Raydiant's platform is the perfect tool to unify your branding since it allows users to easily import existing marketing materials for on-screen display. On top of this, the platform also allows them to create screen content using their logos, colors, and other brand indicators.



Making Life Easier with a Streamlined System

When asked if Raydiant has made life easier for the Carlino's team, McQuiston's answer was immediate. "It has streamlined things so much! Before Raydiant, we were using another digital signage provider, but we were really dissatisfied with their software. We felt like for what we were paying, we wanted more. We also tried using USB flash drives and other PC software, but it wasn't working. Raydiant really streamlined everything and gave us better functionality."

Part of the relief of switching over to the Raydiant lies in its accessibility as a cloud-based platform. "It's great to have the convenience of a web-based platform, where you can easily access and update screens from anywhere," remarked McQuiston. "Sometimes we're over in one location, and we need to access something in the other location. That was one of the biggest pushes to switch to Raydiant—we now have one source for all our content, and we can update it no matter where we are. And since we have so many products that rotate during the year, it's really nice to be able to organize and schedule content around what our needs are at any given moment."

About Raydiant for Markets

Raydiant's In-Location Experience Platform elevates your customer's in-store experience with bold, vibrant displays. Our simple plug-and-play hardware and one or more TV screens is all you need to take your signs from ignored to engaging. The Raydiant platform also offers a large library of apps for creating a multidimensional experience, including custom music and music videos, virtual store visits and customer service, and more.

Try Raydiant today, risk-free.