



# Content Development Services

Custom-Built Digital Content that Keeps Customers Engaged

Give customers a unique experience found only in *your* stores.

Delphi Display Systems' content creative team can develop buzz-worthy menus that will engage your customers and boost your sales. Our menu experts will optimize your menu design for eye-flow and dwell time by laying out menu items in a logical, easy-to-follow pattern that increases speed of service, brand loyalty, and overall profitability.



# Why Delphi?

## Maximize profits with significantly increased consumer interactions.

Influence impulse buys with strategic animation and give customers in-depth views of *all* your foods and beverages with impactful videos and photos of highlighted items.

Improve customer satisfaction with more visible content items and influential images and videos.

Encourage interactions with customers by displaying menu items, promotions, activities, and social media engagements specific to *your* brand.

## Finely-detailed and strategically-designed menu content is created around your brand's vision and style, to drive profitability and engagement.

You provide our creatives with your menu items and descriptions, and we present an original, impactful menu layout designed to fulfill all your brand's needs and requirements.

Once your brand's objectives and vision are identified, we formulate a content development strategy and execute multiple designs for you to choose from.

## Content development and management services are custom designed to meet each of our customer's unique goals.

Benefit from exponential return on investment with a customized plan designed around specific business needs and goals.

Visibility to historical analytics on your digital content provides continuous improvements to grow your business' performance opportunities for profits over the long term.

### Process stages:

**1 DISCOVER**  
Strategic objectives & brand vision

**2 CREATE**  
Creative blueprints & functional specification

**3 PRODUCE**  
Assemble/develop & quality assurance

**4 DEPLOY**  
Schedule & monitor content

**5 ANALYZE**  
Performance against strategic objectives

## Contact Us

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