

# Goldilocks

## 900+ Stores in One Command: Goldilocks' Digital Edge with CAYIN

### BRIEF PROFILE

Place: Philippines

Industry: Food & Beverage

Solution:

- SMP-2200
- SMP-2300
- Robustie Solution



### Goldilocks Transforms Customer Experience Across 900+ Stores with CAYIN's Robustie Digital Signage Solution

CAYIN Technology, a global leader in digital signage solutions from Taiwan, announces its collaboration with Mediacast Digital Group, the Philippines' premier system integrator, to deploy high-performance digital signage solutions. This partnership empowers Goldilocks, the Philippines' iconic bakery and dining brand, to achieve digital transformation across its 900+ stores, significantly enhancing brand consistency, operational efficiency, and customer engagement.



### Overcoming Expansion Challenges: Centralized Control for Nationwide Consistency

Since its founding in 1966, Goldilocks has become synonymous with Filipino celebrations and everyday treats. As the chain expanded to over 900 locations, manual content updates proved inefficient, error-prone, and difficult for maintaining uniform branding nationwide. By implementing CAYIN's SMP-2200 and SMP-2300 high-performance media players, paired with LG commercial displays and an advanced centralized content management system, Goldilocks headquarters can now remotely control all store signage for instant synchronized updates.

Post-deployment, these players eliminate delays and human errors, allowing headquarters to update menus and promotions across the entire network with a single click. This saves significant labor and time costs while ensuring every store displays the latest brand visuals, reinforcing a professional and unified image nationwide.

### Turning Digital Signage into Powerful In-Store Marketing Tools: Multiple Benefits Driving Revenue Growth

The project's standout innovation is its fully centralized system, enabling instant nationwide rollout of promotions, menus, and visuals. Strategic applications in stores deliver substantial benefits:

- **Counter Digital Menu Boards:** Real-time displays of high-resolution item images, accurate prices, and nutritional info help customers decide faster, streamlining ordering. Vibrant, dynamic visuals stimulate upsell opportunities, such as recommending popular combos or desserts—industry studies show this can boost average order value by 3-8%. Reduced decision hesitation shortens perceived wait times, improving peak-hour flow and overall customer satisfaction.

- **Entrance Promotional Displays:** Dynamic videos of featured dishes, limited-time offers, and seasonal themes capture passersby attention. Motion-rich content outperforms static boards in attracting foot traffic, with research indicating 20-30% increases in store visits and direct sales lifts for promoted items.

Furthermore, CAYIN players' industrial-grade reliability supports 24/7 operation and rich multimedia (e.g., 4K videos, weather integration, or real-time stock alerts). This enables dayparting—tailoring content by time of day, like breakfast pushes in the morning or lunch specials at noon—reducing food waste by quickly removing out-of-stock items and adapting promotions to weather or events. Long-term, digital signage cuts recurring printing and manual update costs, delivering rapid ROI while enhancing operational efficiency and sales potential.

## Precision Integration Towards 2026 Full Digitalization

This project highlights the efficiency of international teamwork and the reliability of CAYIN's ecosystem:

- **Professional Division of Labor:** Mediacast handles nationwide hardware deployment and technical management. CAYIN Technology provides the core content management.
- **Phased Scale:** Since starting in 2024, the project has been successfully deployed in over 100 branches, with the full 900+ store network scheduled for completion by 2026.
- **Innovative Application:** Through CAYIN's platform, the Head Office can update all store displays with a single click, eliminating manual update delays and ensuring a unified brand experience nationwide.



## About CAYIN Technology & Mediacast Digital Group

Founded in 2004 in Taiwan, CAYIN Technology specializes in industrial-grade digital signage solutions, including high-performance media players, content management servers, and advanced software renowned for long-term reliability and innovative features, serving over 100 countries worldwide.

As CAYIN's official partner since 2009, Mediacast Digital Group is one of the Philippines' most trusted digital signage experts, offering customized display solutions, nationwide deployments, and after-sales service. Their long-term collaboration ensures brands enjoy stable, centralized, and high-quality digital content delivery, helping clients stand out in competitive markets.



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