

# CASE STUDY | RETAIL ACTIVATION

## Best In Class



### Medicine on a Mission Walmart Endcap

#### PROGRAM DETAILS

Betr Remedies partnered with Vanguard Companies for their first in-store product launch at Walmart. The goal was to create brand awareness and sell the products to a new audience. An emphasis on "Medicine on a Mission" and the "Buy One Give One" donation program was required. The display had to clearly communicate the features and benefits, meet budget, and ship assembled with product.

The customer tasked our team with developing a unique endcap display that provided a large billboard space for promotional marketing and had to hold a variety of products. The display also had to meet budget, ship assembled and product filled.

#### EXECUTION DETAILS

We collaborated, conducted research, and tested different designs to create a display that would showcase the variety of products available and make shopping easy. The team at Betr designed the graphics, while the Vanguard team designed the complimentary structure. Our design team had creative freedom to design a unique display. To make it stand out, we designed the display with a unique angled shapes that drew attention to the graphics and products while promoting the brand.

The colorful, eye-catching graphics were digitally printed using the HP C500 on #200 kemi white. To extend the shopping experience, a QR code was printed on the side of the display to take shoppers to the Betr Remedies product assortment on the Walmart website.

*In addition, the display received an industry award:  
2023 OmniShopper Awards Winner In-Store Marketing*

#### PROGRAM SUMMARY / RESULTS

**Cost Effective:** The display was produced complete turnkey, value-engineered to achieve cost optimization, and meet the customer's program objectives. The design focus, materials, digital printing, and fulfillment allowed the display budget to be achieved and maximize ROI.

**Assembly/Fulfillment:** The display shipped assembled, loaded with product, and delivered on time to client/retail locations.

**Performance:** The displays performed well to improve impulse purchases and additional sales.

**Shop-ability:** The graphic treatment, structure, and product planogramming supported shopping ease and personalization. Placement allowed for clean sightlines and shopping space for increased dwell time. The color-coded packaging and display helped shoppers easily find the products they needed.

**Compliance:** Key performance factors drove compliance. The display arriving on-time, fully assembled, loaded with product, easily positioned, and meeting Walmart's requirements. As a result, the customer experienced 100% compliance with the display execution.

**Overall Success:** Through customer collaboration, leveraging insights, and strong design activation, the display maximized ROI and increased product sell-through. As a result, the customer has ordered multiple refreshes of the program since the initial program launch.



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