

# CASE STUDY | RETAIL ACTIVATION

## Best In Class

### Walmart | Fire Safety Awareness Multi-Vendor Train

#### PROGRAM DETAILS

The primary objective of the program was to develop a display pallet that would promote October being Fire Prevention Month, and drive awareness to safety education and products to customers. This includes testing alarms, changing batteries, upgrading to 10-year sealed battery alarms, and learning how to use a fire extinguisher and plan escape routes.

#### EXECUTION DETAILS

We designed and produced the multi-vendor display to support the program objectives, and managed the vendor relations and fulfillment of the displays. Multi-vendor displays have proven to be very effective at retail for providing a one-stop, occasion-based shopping solution. This feature spot created a large product assortment, destination, and messaging to enhance the shopper experience.

The display was designed for modularity and featured an eight-foot train consisting of two pallet displays. Each display train held ten SKUs from four different vendors, resulting in a total of 353 pieces of product. A grand total of 2,163 display trains were produced and distributed fully kitted to the stores. The displays featured one color solid coverage, as well as two graphic panels with ROTW flexo graphics and four digitally printed graphic panels and headers. The messaging was simple, informative, and clear for shopper choice and purchase.

#### 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 displays shipped assembled, loaded with product, and delivered on time to client/retail locations.

**Performance:** The display performed well across retail, improving impulse purchases, ensuring brand equity, and driving additional sales lift. The design attributes used to execute against the customers objectives was achieved. The display attracted, engaged, and converted shoppers.

**Shop-ability:** The display was developed to be easily shopped. The graphic treatment, structure, and product planogram supported shopping ease and personalization. Placement allowed for clean sightlines and shopping space for increased dwell time.

**Compliance:** Key performance factors drove compliance. The display arriving on-time, fully assembled, loaded with product, easily positioned, and meeting retailer 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.



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