

CASE STUDY | RETAIL ACTIVATION

Best In Class



Farm Fresh Half Pallet Display

PROGRAM DETAILS

The primary objective of the project was to develop a unique floor display that was temporary in design, yet industrially sturdy. The display had to be able to withstand the retail produce environment that would be moisture rich with probable wet product and restocked multiple times. The display also had to be visually appealing, encourage shopping, be easy to shop, and depict a natural and healthy "farm-fresh food" feeling for shoppers.

EXECUTION DETAILS

Our design team developed a waterfall display structure that presented products toward shoppers. The design utilized double wall construction, metal shelf supports and plastic clips, to meet the high durability demands. Corrugated shelf liners carried a food grade moisture barrier to help to provide protection to the display structure. Opting for corrugated liners, over plastic liners, allowed tight budgets to be met while minimizing recyclability concerns.

The displays were kitted flat into shippers and assembled on-site with easy setup. Printed assembly instructions were also provided along with a QR code that linked merchandisers to a video tutorial through the in-store setup process.

In addition, the display received an industry award:

2021 Shop! OMA Awards

- Outstanding Merchandising Achievement, Mass Merchandise



**ATTRACT
ENGAGE
CONVERT
SHOPPERS**

PROGRAM SUMMARY / RESULTS

Cost Effective: The display was 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 were kitted in shippers and delivered on time to client/retail locations.

Performance: The display was easy to assemble and performed well to build brand awareness, support new product launches, and drive consumers to explore product. The display integrity and durability requirements were met.

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: Compliance: Key performance factors drove compliance. The display arriving on-time, easily setup, easily positioned, and meeting TSC'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.

We help brands grow market share, equity, and sales.

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