

CASE STUDY | RETAIL ACTIVATION

Best In Class



Flock Party TSC Endcap Display

PROGRAM DETAILS

Manna Pro, creator of Flock Party, had a vision to design an eye-catching, semi-permanent endcap that would build brand awareness, support new product launches, and drive consumers in-line to explore everyday products. Manna Pro's overall goal was to grow annual sales through incremental shelf placement at Tractor Supply retail locations.

Manna Pro partnered with Vanguard Companies to develop an endcap display that provided a large billboard space for branding promotional marketing and had to hold a variety of products in various weights. The display had to be sturdy enough for restocking and last longer in-store.

EXECUTION DETAILS

Our design team created a unique chicken coop structure to engage shoppers quickly and draw attention to the graphics and products while promoting the brand. The semi-perm endcap was able to withstand months at retail and multiple rotations of product weights ranging from 2 - 25 lbs. The displays were kitted flat into shippers and assembled on-site with easy setup. Graphic branding and imagery enabled the display to attract, engage and convert shoppers. Design testing found the most effective way to execute was to rely on mixed material. The structure consisted of inner coroplast side walls and metal poles, for each shelf to receive the varying product weights and dimensions.

In addition, the package received multiple industry awards:

2021 AICC/TAPPI Box Manufacturing Olympics Awards

- Printing Excellence - Containers and Displays - Ink Jet/Digital

2021 Shop! OMA Awards

- Outstanding Merchandising Achievement, Mass Merchandise - Semi-Permanent Display

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: 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: Manna Pro achieved 150% of expected forecast for the first 17 weeks of the program. 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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