

CASE STUDY | RETAIL ACTIVATION

Best In Class



Pet Armor Plus 3-1 Walmart Endcap

PROGRAM DETAILS

Pet Armor partnered with Vanguard Companies to design an endcap display for Walmart to promote and raise awareness to a variety of products for its customers. Value and protection were key messaging requirements. The display needed to incorporate key design elements for shopper appeal, maximizing in-store effectiveness, and pet personalization. In addition, the display had to accommodate multiple SKUs of product, be easily shoppable, and sturdy enough for restocking.

EXECUTION DETAILS

Through collaboration, research, and testing, we designed the display to be fully assembled, easy to lift, and placed on the Walmart endcap. It was designed to be easily shoppable and educational. To make the display stand out, we incorporated a dimensional element with a curved shape. This would draw attention to the graphics and product while promoting the brand. This also provided visibility to the branding when approached by shoppers.

We used the brand's primary color blue on key locations of the display to drive engagement. The top panel and base created contrast and eye fixation on the brand logo. The white inner product wall provided contrast and fixation on the product planogram. The use of blue and yellow on the vertical instruction panel highlighted instruction and pricing.

Plastic display hooks were used to present the product and create a floating effect. The display was digitally printed and constructed using 200# B Kemi board. All graphic components were printed digitally onto Kemi board using HPC500.



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 1,900 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 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.

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

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