

# CASE STUDY | RETAIL ACTIVATION

## Best In Class



### Wellness Pet Whimzees Quarter Pallet for Petco

#### PROGRAM DETAILS

Wellness Pet partnered with Vanguard Companies to develop a unique four-sided display that was shoppable from two sides and meet style guide requirements for Petco. The display needed to provide a large billboard space for branding promotional marketing and had to hold a variety of products in a variety of weights. The display had to be sturdy enough for restocking. Sustainability is a critical part of Wellness Pet and the display had to be produced with 100% materials. The display 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 easier. Our design team had creative freedom to design a unique display that was different from most 1/4 pallets. To make it stand out, we designed the display with a unique hourglass-like curved shape that drew attention to the graphics and products while promoting the brand. The angled base allowed for better visibility of the branding when approached by shoppers.

We used the brand's primary color, green, with white reversed out text, and included a pet image to emotionally connect with dog owners. The base created contrast and leveraged the Petco brand for assurance. The header graphics support the Wellness brand. All the graphic components were digitally printed using the HP C500 on #200 kemi white. The display was fully assembled, loaded with product, and easy to lift and place in-store.



ATTRACT  
ENGAGE  
CONVERT  
SHOPPERS

#### 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 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 customer's 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 Petco'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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