

CASE STUDY | RETAIL ACTIVATION

Best In Class

POPSOCKETS | Grip & Go Target Endcap

PROGRAM DETAILS

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

EXECUTION DETAILS

Through collaboration with the customer, we created a unique display structure that made the shopping experience and choosing products easier. Simplicity would enhance the variety of products available. The use of dimension and product blocking enhanced the shopping experience.

The display was designed to be fully assembled and easy to lift, so it could be placed on a Target endcap fixture. Once positioned, it stood at about 60" tall, making it easily visible to shoppers. Informational graphic panel was used in the middle and on the side panels. The company logo was placed on the top and bottom panels. This would attract attention and promote the brand. The display also had an angled base and header to make the branding visible to shoppers.

Plastic display hooks were used to present the product and create a floating effect. A key element was it showed different price points. So we had to incorporate "scan plate" hooks and a price tag was placed at the end of each hook. The display was digitally printed and constructed using 200# B Kemi board.



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 1,229 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 Target'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 helped the client maximize 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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