

# CASE STUDY | RETAIL ACTIVATION

## Best In Class

### Walmart | Walmart Trial & Travel Multi-Vendor Program

#### PROGRAM DETAILS

Walmart partnered with Vanguard Companies to launch a promotion that raised awareness to a variety of travel products for its customers to trial. The display needed to incorporate key design elements for shopper appeal, maximizing in-store effectiveness, and personalization. The display needed to hold almost 4,000 pieces of product, be easily shoppable, and sturdy enough for restocking.

The overall theme should focus on simplicity, with core colors, travel icons, and clean lines, while emphasizing contrast. The copy theme should also be simple, with a focus on "Trial & Travel."

#### EXECUTION DETAILS

Through our collaboration with Walmart, we designed a modular pallet program that could be used as a half pallet, full pallet, and pallet train. Product bins provided a unique design shape and clear visibility to product and shopping. The graphics included three primary colors with random images and icons in a pattern layout. All appeared as lighter patterns on top of a darker background when printed.

With cost-saving being critical to meeting budget and ROI, we printed the corrugated sheets in-line at the corrugator using a screened print plate. This eliminated the need to print the sheets with the 2nd color on our die-cutters. The display was fully assembled, loaded with product, and easily placed in-store.

#### 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 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.

**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 90% with +10% vs LY.



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

8800 Northeast Underground Drive, Pillar #255e, Kansas City, Missouri 64161 / Phone: 816-455-4000 or visit us at: [www.vanguardpkg.com](http://www.vanguardpkg.com)