



GREAT NORTHERN
instore

**LIFE
WTR Floor
Displays**

Objectives

Project objective was to develop a temporary floor stand merchandising vehicle and ceiling hung POS to launch PepsiCo's premium-priced bottled water called LIFEWTR. To differentiate LIFEWTR from SmartWater, Perrier and others already in the market, PepsiCo developed a label that will change several times during the year and feature different artists that have backgrounds in mediums like graphic design or photography. An important project perimeter was to develop a solution(s) that would showcase the uniquely arted PET bottles.

Solution/Details

Two solutions were ultimately chosen/placed into retail for this program. One version places complete focus on the product (merchandiser is black and white). The stacked cube structure is clad with packaging graphics, further reinforcing the spectacular visual nature of the sleek product packaging.

360 Shopped Structure & Stacked Cube Structure



- 360: Approx. size: 20" x 20" x 69"
- Stacked: Approx. size: 15" x 15" x 67"
- Litho mounted corrugate for maximum visual impact
- Fun & inviting merchandising structures promote consumer investigation
- Stacked: Open sides ease product purchase
- 360: Black/White display structure places focus on colorful bottle graphics (product is hero)
- Small footprint eases placement in-store
- Structures assemble in-store (cubes utilized in 360 structure are pre-assembled)

Production



Mockups

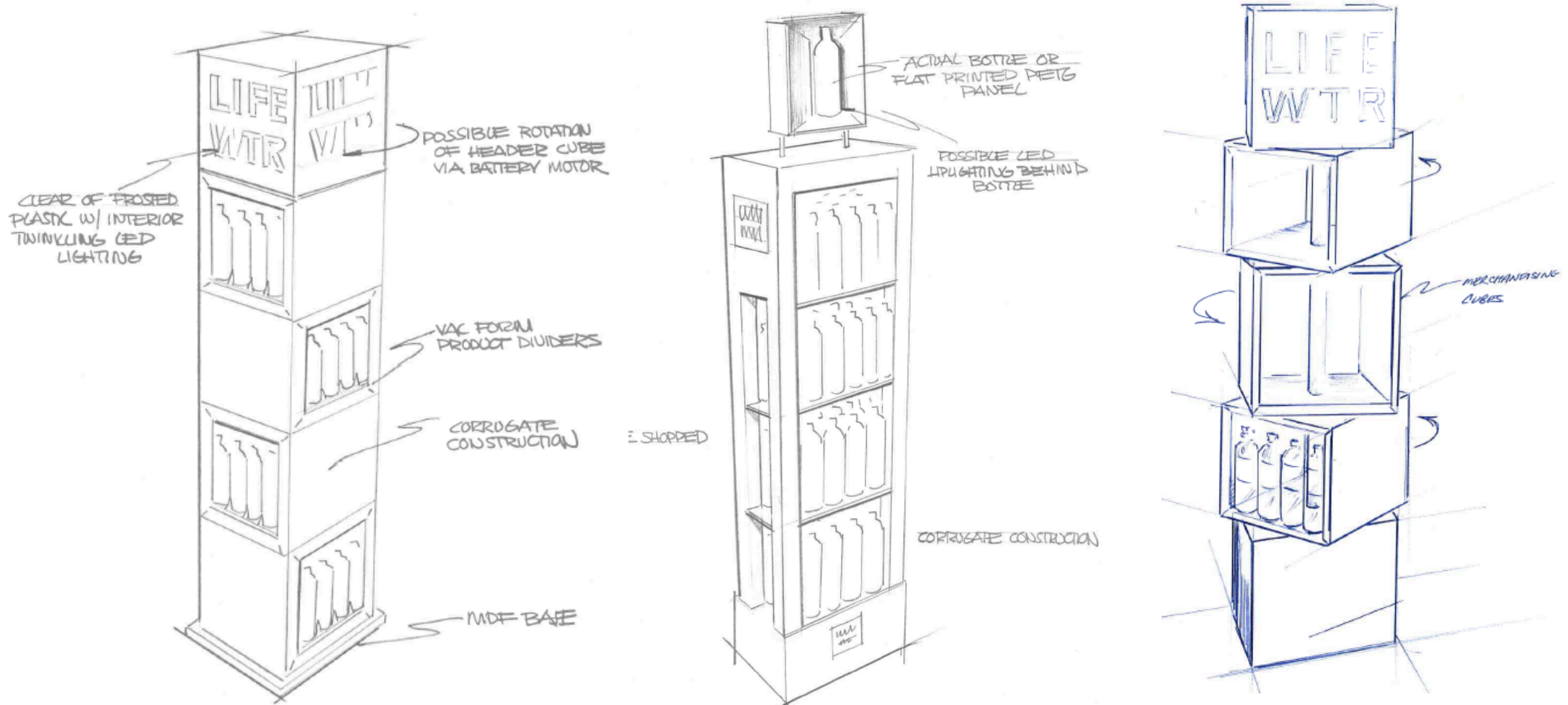


360 Degree Shopped

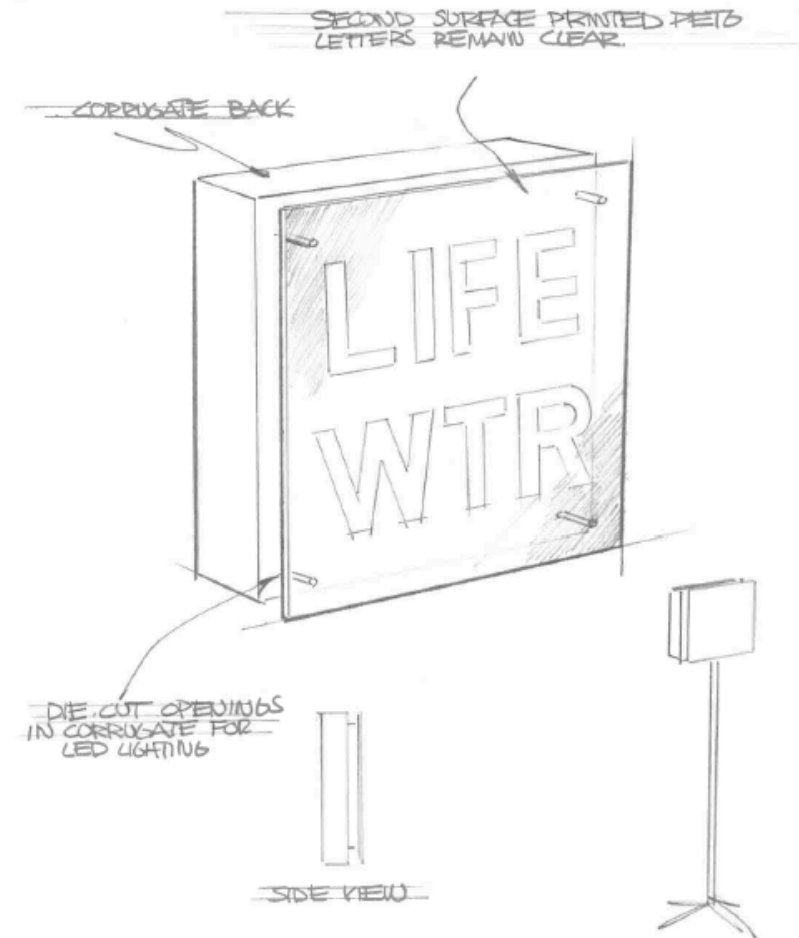
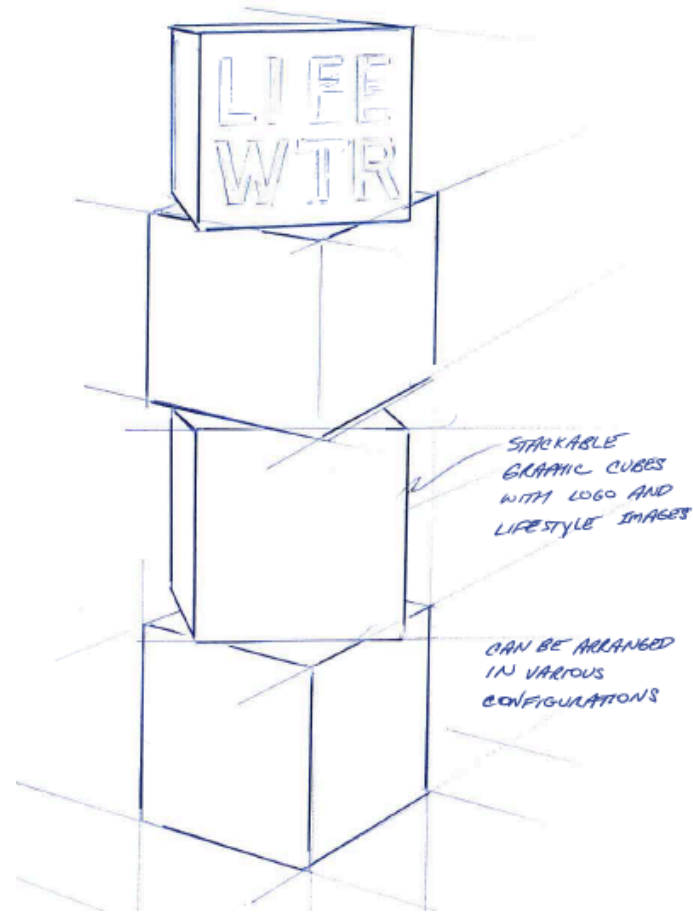
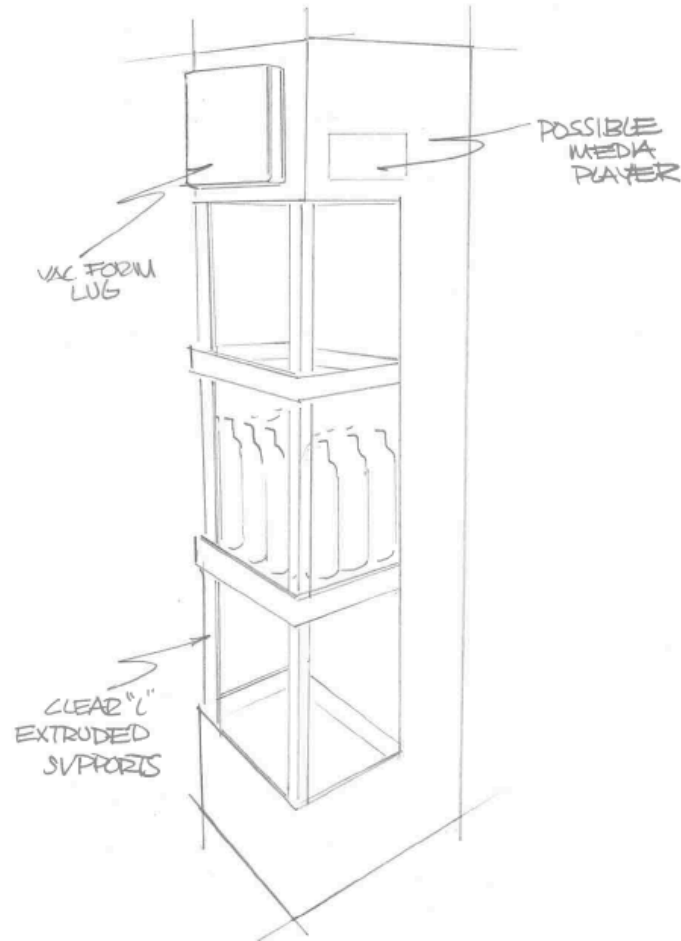


Stacked Cube Structure

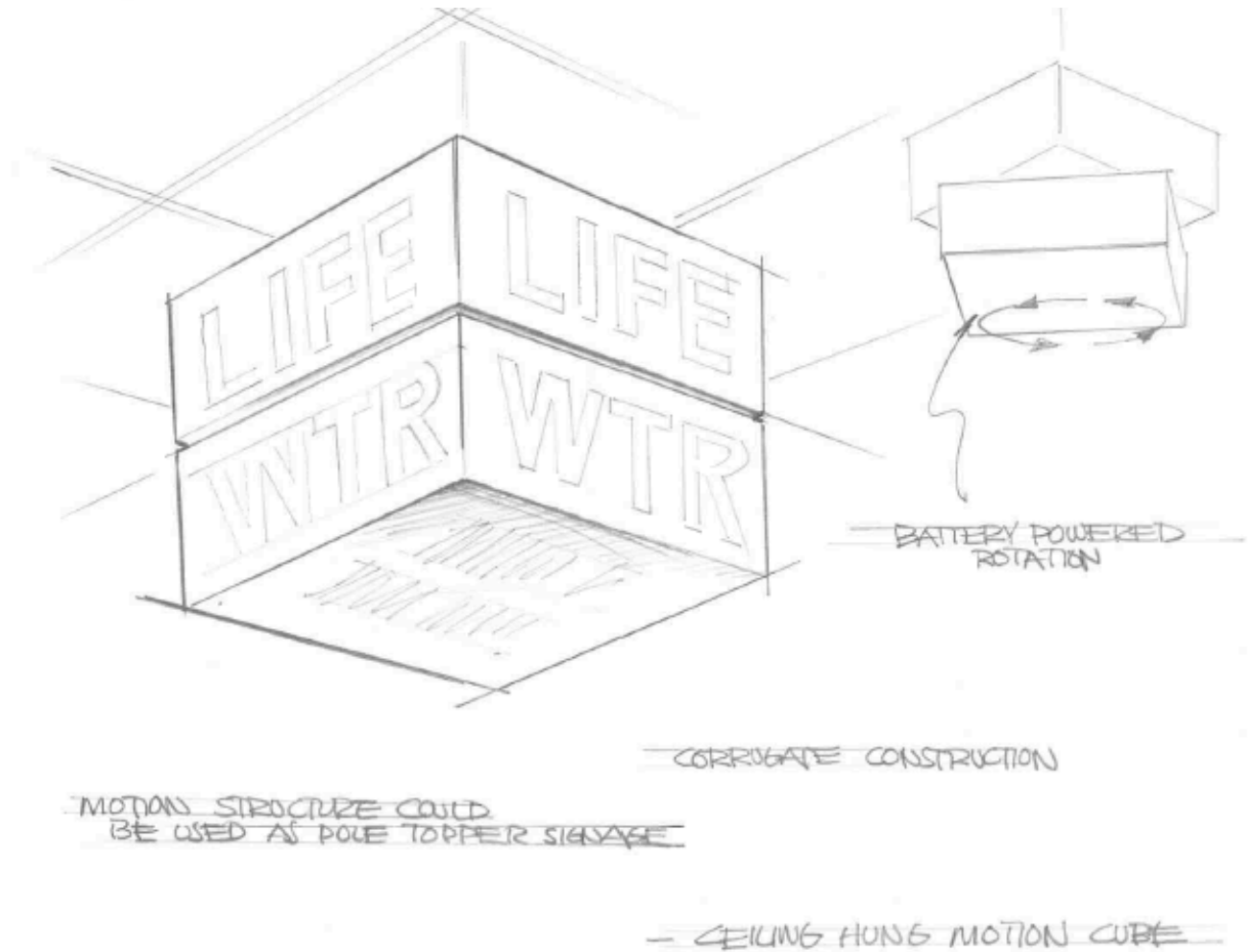
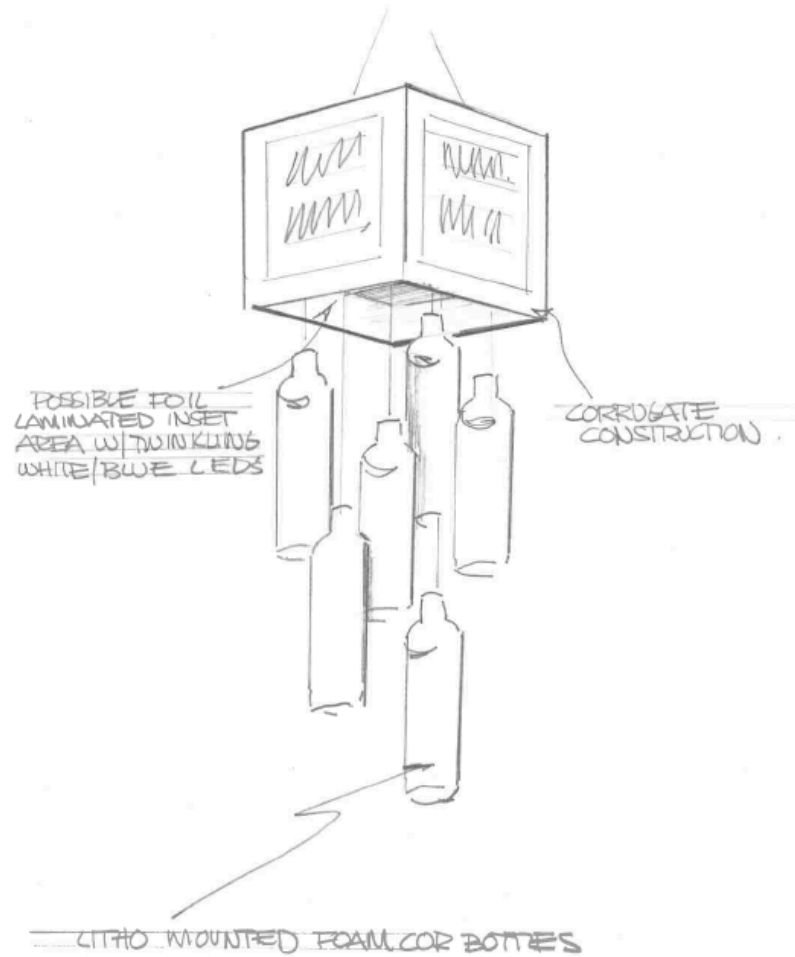
Concept Development



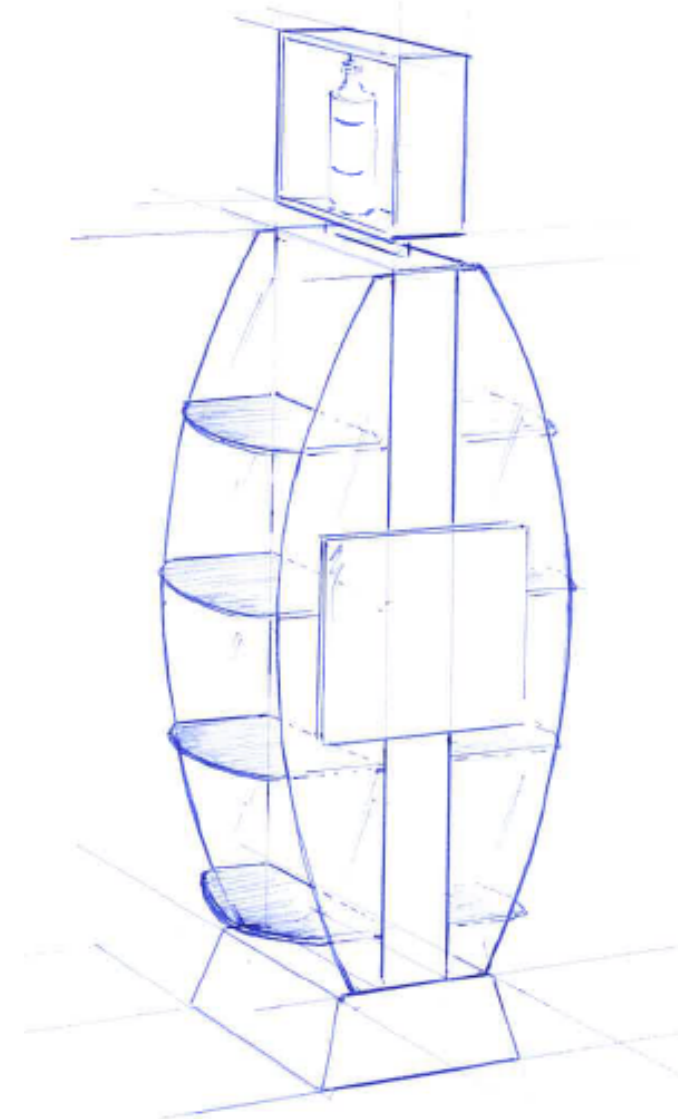
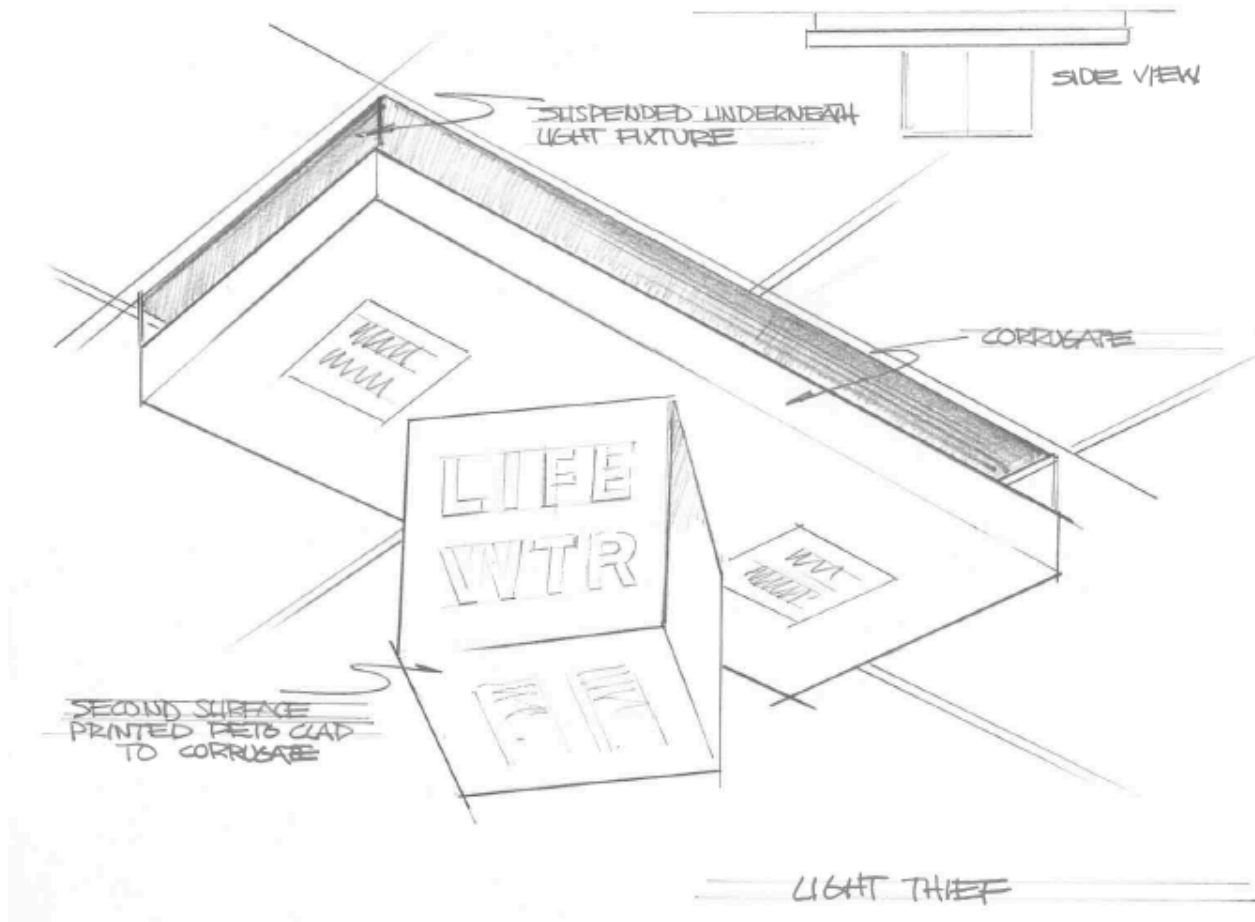
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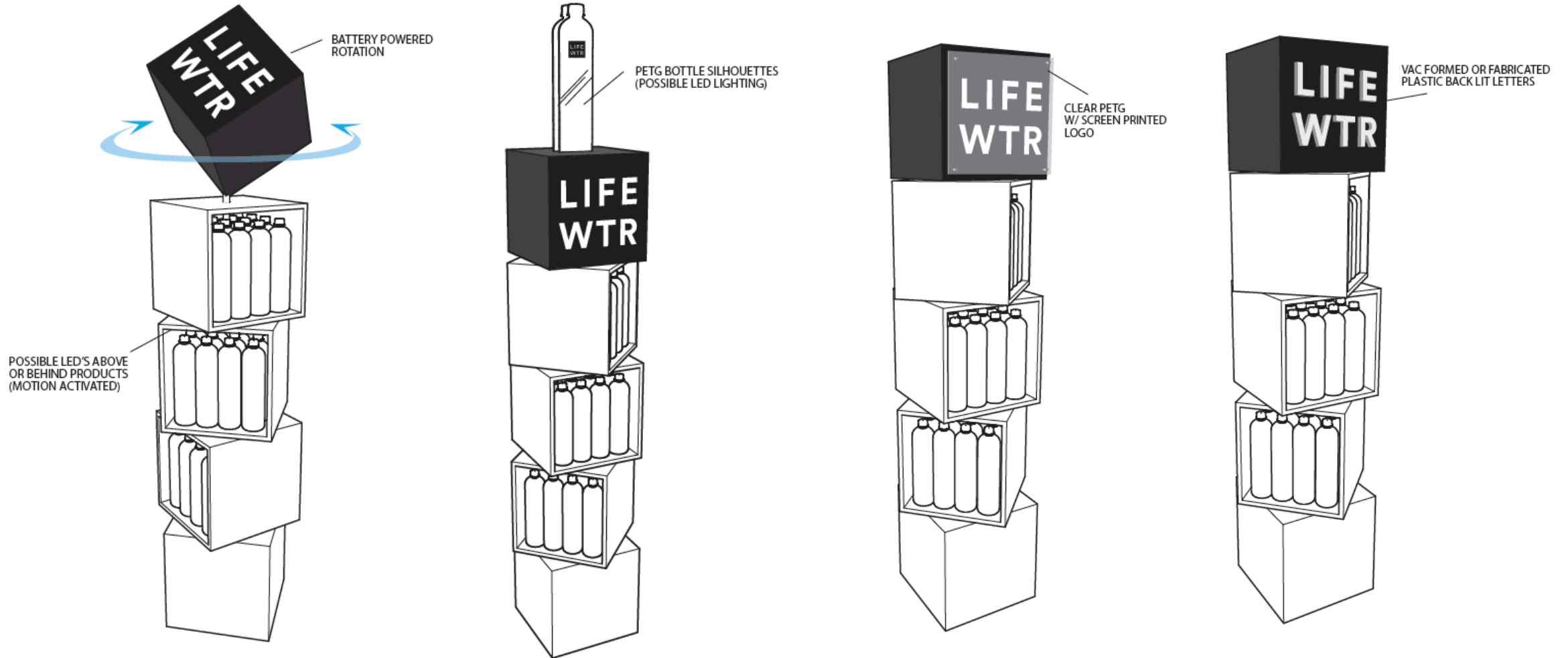
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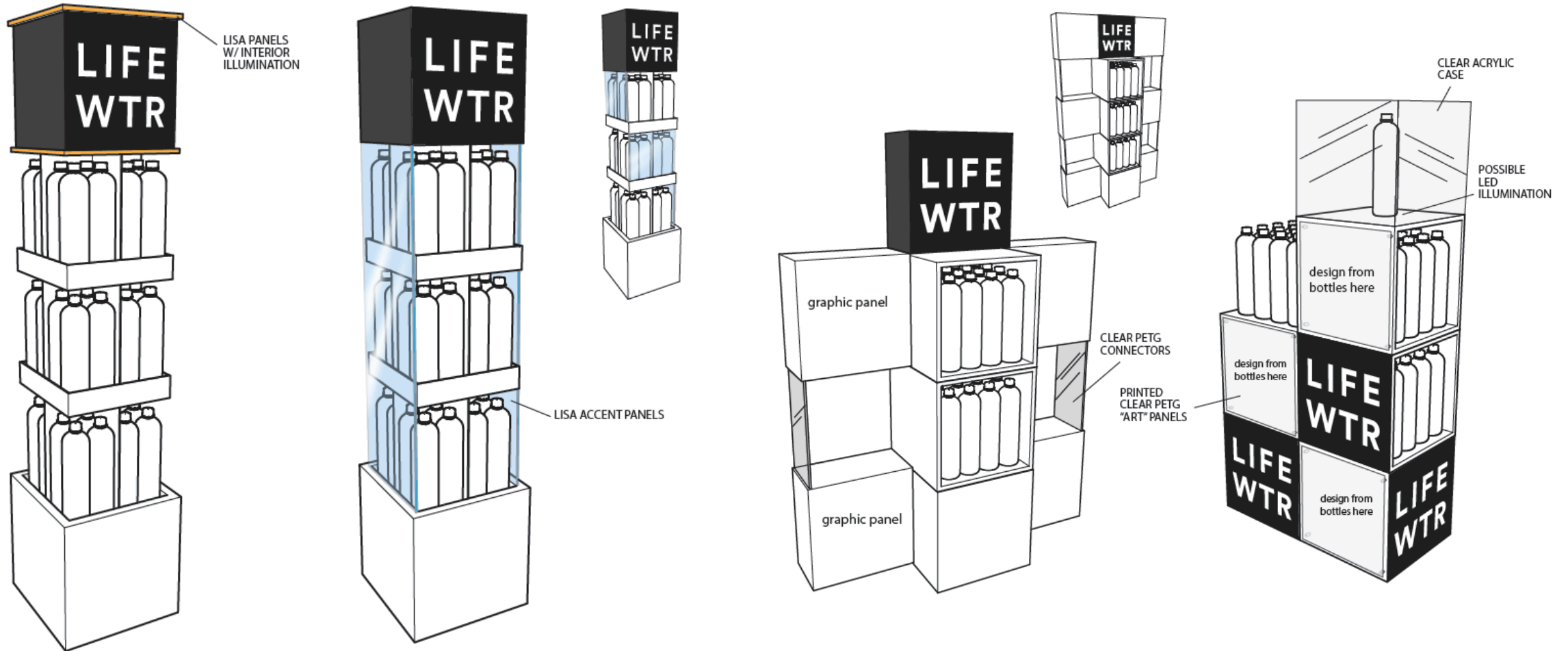
Concept Development



Concept Development



Concept Development



Concept Development



Approximate Overall size: 14" x 14" x 70"
Holds Approximately: 48



BACK OF DISPLAY



Approximate Overall size: 14" x 14" x 65"
Holds Approximately: 48



Insights

In recent years, consumers have been consuming less soda in favor of bottled water, flavored waters and other beverages that are seen as healthier and have fewer artificial ingredients. The launch of internally developed LIFEWTR contributes to a dramatic makeover of PepsiCo's product offerings (they have vowed that two thirds of their product portfolio will have less than 100 calories per 12oz. Serving).

Additionally, there is a developing premium water segment of the water category driven heavily by millennials (per PepsiCo market analysis). That demographic wants sleek bottle designs and labels, as they view the product as a fashionable statement. LIFEWTR's bottle label will change multiple times during the year and feature multiple artists. Marketing feels that the labels will play strongly into today's social media driven culture as each bottle will have a beautiful piece of art on it, ultimately connecting with consumers in an inspirational way.

The merchandisers reflect the artistic nature of the product, utilizing beautiful/simple structures that will command attention at retail. Promotion is launching in Q1.

Production: Qty's: 20,000 - 360 degree shopped unit and 3,000 - stacked cubed version