



# Ernie Ball Countertop Program

August Instore Display Award

# Objective/Success

Customer contacted Creative Displays Now with a need to merchandise their product into Guitar Center Stores.

They were looking for a simple, cost-effective countertop display that could handle the riggers of being by the registers for 2 months.

Ernie Ball was specific that they wanted to have the string packaging be easily viewed, and for it to be angled backwards to ensure it would remain merchandised.

The most recent display that we produced in August was the 6 Sku, double-deck display. This came after we produced two 3 Sku displays that led to significant sales lift. Those will also be reordered soon.

# What makes this market unique? How does the sale get closed?

- Guitar Strings are a spontaneous purchase and Eddie Ball wanted a more prominent way to get close to the registers at Guitar Center retail stores.
- Guitar Strings are also a multi-sku, consumer preference item. Certain musicians prefer certain types of strings and the barrier to change can be high.
- Eddie Ball wanted to provide “educational” material to the consumer on the display, along with eye-catching/lifestyle driven graphics.
- Ernie Ball wanted a way to get the strings up near the registers. Strings are cheap (about \$4 each) so they can drive spontaneous purchase.



# Insights

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# Differentiation

The biggest differentiation for Ernie Ball is that they have provided the consumer a lot of educational resources across their displays. They are trying to get someone to move from their tried and true string selection to a new option. There are 836 different string options at Guitar Center.

Things like string output and feel are important. Just as a golf ball is important to a golfer.



# Message, Brand Equity and Attention

- Guitar players tend to read about other, famous guitar players. Ernie Ball players have included Paul McCartney, Keith Richards, Eric Clapton, Slash, Jimmy Page, and Buddy Guy.
- On the displays and packaging, Ernie Ball “assumes” that the purchaser knows that the pros have played the strings.
- “Legendary Tone. Legendary Players” is the header message on electric string displays. “Perfectly Wound For Any Sound” is the message on acoustic.
- The attention grabbing colors (electric in a fluorescent package, acoustic in more of a “western” style package) draw the consumer into the purchase.
- The educational bar charts and text help the consumer select the correct string for their need.