



GREAT NORTHERN
instore

Objectives

- To create an alternative family of hutches/ case stackers that would minimize the overall number of displays needed, yet maximize the number of brands/ configurations of product sold @ retail
- To create displays that were more structurally sound, as well as assembled more easily by the Bai DSD network
- To be a proactive value-added supplier for their fast growing company vs. reactionary suppliers being worked with currently

Competitors FAILING Unit



Solutions

- GNI presented to Bai as part of a collaborative Shopper Marketing strategy & insights forum with proactive ideation
- As a result of this presentation that showcased our knowledge of the beverage industry at retail, Bai chose GNI as their lead go-to company for all temporary merchandising in 2016.
- GNI went from 0-100 MPH in a matter of (90) days, designing & producing over 15,000 fully turnkey displays as part of a family of (4) uniquely different programs that met and exceeded the stated Objectives

Proactive Ideations



3D Can suction cups to cooler door. Legs are on spring "wobbler" to create movement when door opens and closes.

Initial Concept Development



PROJECT # 16SJ90189	VERSION D1		ACCT MANAGER Brian Mumau	RENDERING BY Reuben Cuevas	DIMENSIONS (W x D x H) 12" x 17.5" x 58"	DATE 3-17-16
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PROJECT # 16SJ90189	VERSION B1		ACCT MANAGER Brian Mumau	RENDERING BY Reuben Cuevas	DIMENSIONS (W x D x H) 23" x 9" x 58"	DATE 3-17-16
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PROJECT # 16SJ90189	VERSION A1		ACCT MANAGER Brian Mumau	RENDERING BY Reuben Cuevas	DIMENSIONS (W x D x H) 29" x 9" x 52"	DATE 3-17-16
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Refined Concepts



Production – Bai Juice Case Stacker



Traditional Case Stacker design with all 4-color process graphics that included a coupon pad that needed to be attached to match exacting graphic elements as part of the artwork on the header



Production – Bai Bubbles Skinny Tower



Skinny Tower design with shelves utilizing clear front extrusions allows for full product visibility



Production – Bai Mixed Product Hutch



Unit was designed as
A Quick-set-Hutch
that sets up
in less than 3-minutes,
and merchandises
both Bai Juice &
Bai Bubbles products



actual display @ ACME stores

Production – Mixed Product Case Stacker Train GREAT NORTHERN instore



front side

Unit ships KDF and then pulls out of the box as a preassembled accordion that sets up in less than 1-minute, and merchandises both Bai Juice & Bai Bubbles products



back side

Production – 2nd Generation Programs



GNI was able to create & manufacture Retrofit kits for the KIND line of products in less than 7-days, so as to meet an immediate opportunity Bai had with an Eastern Region Grocery Retailer

What is the compelling message? The message is simple - Brand Consistency! Whether as a Case Stacker, Skinny Tower, Mixed Product Hutch, or a large format Case Stacker Train, the unique family of Bai products can be merchandised in any store format. With a per/bottle selling price in excess of \$2.00, Bai needed to create compelling messaging so as to elevate themselves above the traditional Coke or Pepsi lines of competing products that sell sometimes at ½ the price overall. All of the Bai lines of products emphasize explosive taste with only 5 calories.

How do the displays command attention? The upscale, crisp and clean 100% litho graphics (even in flood/ reversed out copy) speak directly to the premium aspects of this product line. The consumer can almost feel the condensation on the cans/ bottles, which leads to an impulse buy because the consumer longs to experience the unique attributes of this product.

Results: Bai dedicated DSD route sales reports show more displays assembled in a shorter period of time than previous programs, with product being sold through in less than forecasted timeframes. Because of the versatility overall of the displays, Bai can react immediately to retailer specific programs.

***** Special Notation:*** The Quick-set-Hutch is one of the first to be produced by GNC as part of a full fledged CPG rollout, and is featured as part of the Instore marketing campaign for Quick-set-Hutches

4 Displays with Limitless Product/ Retail Options

