**Title:** Batman V Superman – Dawn of Justice Floor Display

**Objective:** Create a pre-packed floor stand solution (for emerging channel destinations) that would merchandise Batman and Superman action figures (relative to the upcoming Batman V Superman – Dawn of Justice movie).  Ease of execution and the need to convey a strong "Dawn of Justice" esthetic were also imperative.

**Solution:**

After multiple design proposals, Mattel chose a multi-tiered structure over the "tray, base and header" configurations typically found at retail. This design, which graphically and physically replicates the "dark" cityscape movie esthetic, creates a dramatic platform for merchandising product.  The product cells are cleverly positioned to be shopped by toddlers and adults.

**Size:** 68"H x 21"W x 15"D

**Unique features and benefits:**

* The unique, multi-tiered base structure uses four common trays to create a skyline.  This is a prominent element in the history of Batman and Superman and serves as a great motif for the display.
* Four pre-packed and pre-assembled towers were included in the master pack.  The easily assembled base, header and pyramidal tower caps completed the in-store execution (by store personnel).
* Common trays reduced die costs and eased display setup and product loading at Mattel's distribution centers.  The trays, which use litho mounted graphics, are arrayed in different directions for 3-sided shoppability.
* The large outcropped "billboard" header successfully communicates "Batman & Superman" and reinforces the visual drama created by the merchandisers aesthetic.

**Production Quantities**: 3840 (For emerging channel destinations).

