



# ***MIST TWST*** Dump Bin

# Objective/Solutions

The **objective** was to create a merchandising destination to drive impulse purchase of Mist TWST (500 ml bottles) while visually “communicating/ highlighting the lemon-lime credentials of the product”.

**Solution:** A highly creative dump bin solution that utilizes a twisting structure was developed for this promotion.

- This design dramatically & visually reinforces the product name (TWST) with a form that will quickly resonate with consumers.
- A color palette of vibrant yellows and greens conveys the lemon/lime flavor formula.

# Solution



# Insights

**What makes this dump bin different:** It's a cost effective and easily assembled design that has a powerful instore presence!! It truly conveys the brand through shape and color.

- One piece litho mounted design
- Display is assembled in-store by route personnel (no tools required)
- Structure ships flat
- Graphic elements were minimized to place all of the emphasis on the brand
- Structure supports approx. 50 lbs. of product
- Engineered to be restocked multiple times over the 8 week promotional period
- Overall size: 34"H x 24"Diameter

# Insights

**What is the compelling message:** This solution is all about conveying flavor and taste. Sierra Mist (PepsiCo brand) has removed Sierra from its name and is now being promoted as Mist TWST. The marketing goal is to promote the lemon-line flavor characteristic to young/urban consumers.

**How do the displays command attention?** Shape and color! The unique and open configuration of the structure begs for further investigation and promotes impulse purchase. Dump bin structures are easily placed at retail due to their reasonable heights and footprint dimensions.

**Results:** This program is being launched in the Spring.

# *Instore Lifespan & Quantity*

**What is the lifespan of the instore promotion: 8 weeks**

**Production Quantities: 17,000**