



GREAT NORTHERN
instore

Chrome Soft
Golf Ball Floor
Display

Objectives

Project objective was to develop a temporary floor display that would merchandise Callaway's existing Chrome Soft product and also its 2017 next generation Chrome Soft X golf ball. Spring is the time to reload the arsenal of balls for the upcoming season! A high capacity, easily shopped solution was desired by Callaway marketing for placement into nationwide retail environments.

Concept Development



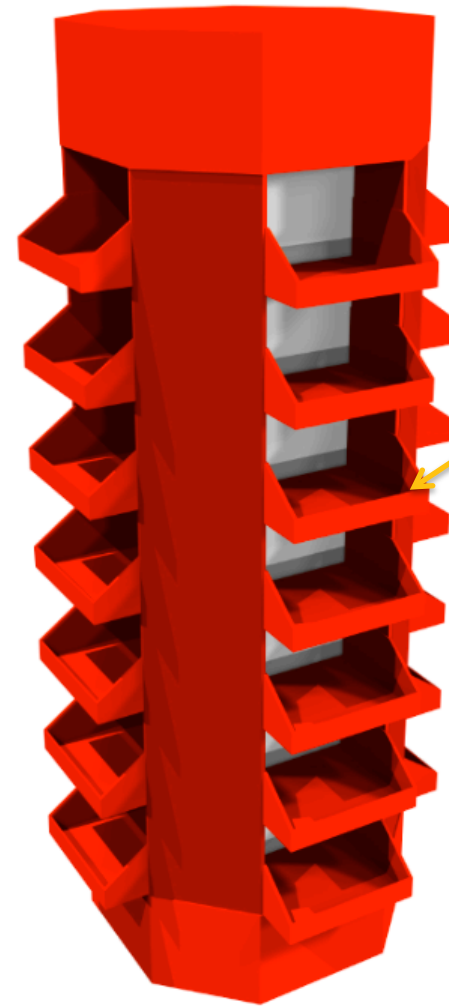
Concept Development



Concept Development



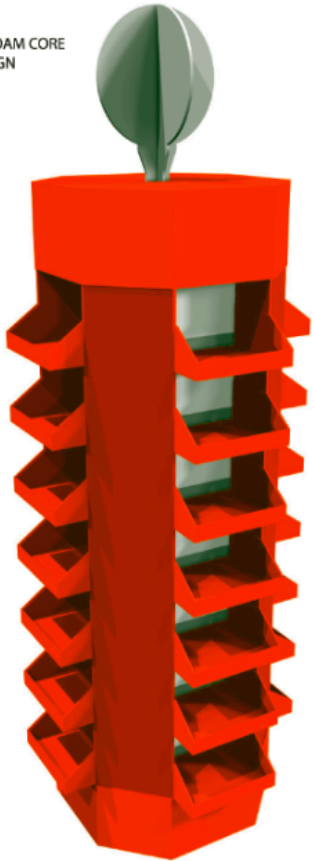
Dimensional
product
simulation



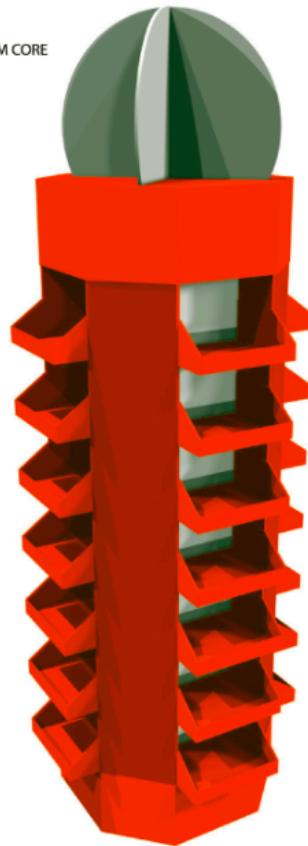
Easily shopped
shelves ease
product purchase

Concept Development

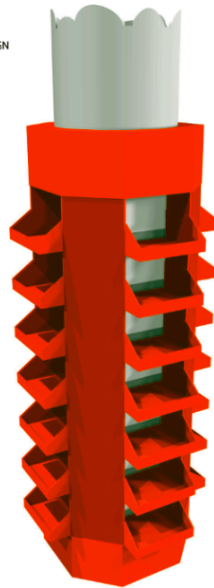
EMBOSSED FOAM CORE
GOLF BALL SIGN



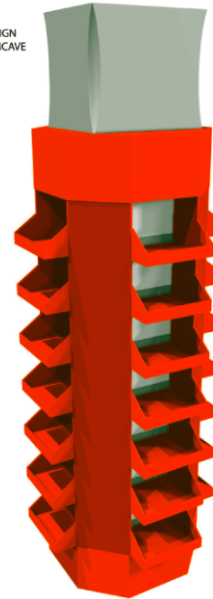
EMBOSSED FOAM CORE
GOLF BALL SIGN



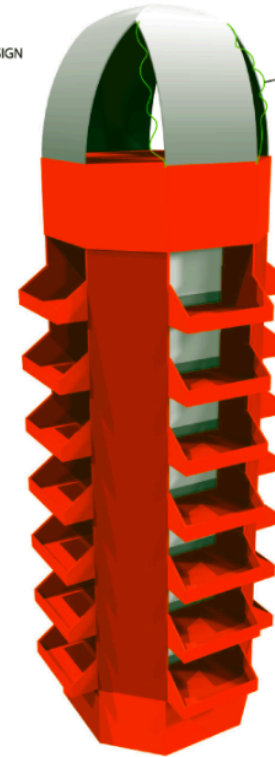
DIE CUT
ROUND SIGN



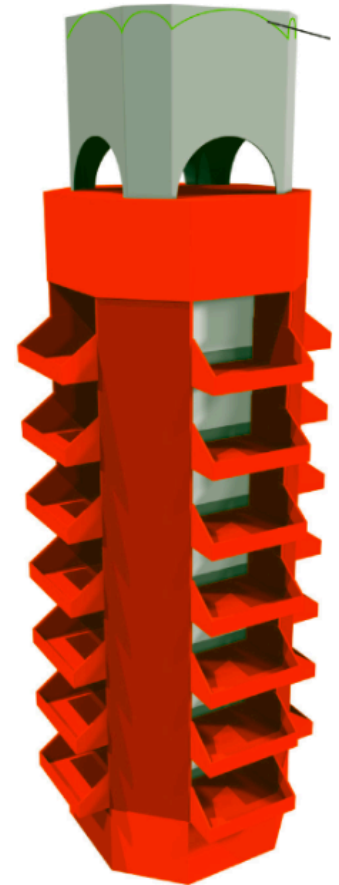
SQUARE SIGN
WITH CONCAVE
CORNERS



DIE CUT
ARCHED SIGN



ARCHED SIGN
CAN BE DIE CUT
TO DESIRED SHAPE



OPTIONAL DIE CUT TOP

Header Ideation

Concept Development

Square and beveled corner configurations



Production Image



“The 2016 version of the Chrome Soft ball had quite a bit of success on tour and when we developed that product it was with the tour player in mind, particularly with our Dual SoftFast core technology,” said Dave Bartels, Callaway’s senior director of golf ball research and development. “Chrome Soft X is not designed to be a better performing ball than Chrome Soft, they are equally good in performance, just suited for different types of players.

These comments explain the placement of balls on this merchandiser. One type is not placed over the top of the other, but rather the product is placed in vertical columns. This alignment begs the consumer to pick up the individual cartons to investigate features and benefit information.

Additionally, the color red is utilized on the product packaging and as the primary color on the merchandiser. This color was purposely chosen as red is one of three primary colors that studies have shown provokes the most response from humans. It is also a symbol for high energy and aggression. Red has been found to have such a huge impact on people, it can even make the heart beat faster (and just maybe, buy more product).

This merchandiser has the dominating presence and work horse structure to create strong sales this upcoming golf season.

Solution/Details

A four sided pre-assembled corrugate solution was developed for the upcoming Spring golf season. This unique product island creates a great destination for impulse sales and a huge opportunity for incremental lift vs. product sold on shelves. The displays height was purposely minimized to avoid sight line issues at retail and its minimal footprint created the maximum opportunity for store placement and product capacity.

- Approx. size: 24" x 24" x 56"
- High capacity design: 24 shelves hold 96 - 4 sleeve cartons
- Litho mounted and direct printed corrugate for maximum visual impact
- Bold messaging w/ ball imagery clearly defines product for sale on the merchandiser
- Open shelf design eases product purchase
- 360 degree shopped
- Structure is pre-assembled, ensuring a successful in-store execution
- Production qty: 300