



***"Dolls for All" End Cap***

# Objective/Solution

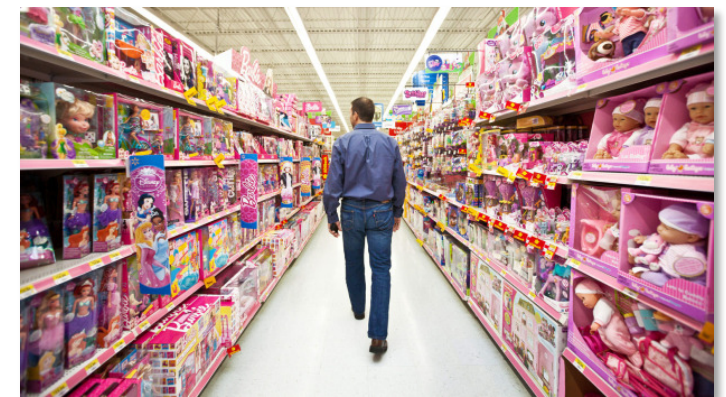
The **objective** was to create an end cap style display to be executed outside of the toy department to drive impulse sales of Mattel girls dolls. The display was to span a 48"W x 70"H end cap, which is larger than the usual (30"- 36"W) toy department end cap. This was a rare cross marketing opportunity for Mattel at Walmart.

**Solution:** A highly creative pre-packed merchandising solution that utilizes two separate structures was developed for this promotion.

- Dramatic angled product presentation is easily shopped by children and adults.
- Vibrant graphics and scale appeal to the youthful demographic and create a “must see” destination for interaction and engagement.



# Store Imagery



Navigating the  
toy Department



# Development





Solution



# Details

**What makes this merchandising solution different?** The product is truly the “hero” of this merchandiser. The displays scale, cost effectiveness and ease of installation were key elements that led to the success of this promotion.

- Litho mounted and direct printed corrugate components
- Display is installed by store personnel (no tools required)
- Structures ship pre-assembled & pre-packed, ensuring a successful in-store execution
- Graphic elements were purposely minimized for maximum emphasis on the product/brands
- Unique product presentation eases shopping while providing optimum product visibility
- High impact color/graphics
- Overall size: 63”H x 48”W x 18”D

# *Insights*

**What is the compelling message:** “A Doll for All” and “A true companion your child will love” are compelling justifications for product purchase. This messaging was purposely positioned to command the attention of parents & children who were attracted to the displays imagery and products.

**How do the displays command attention?** Product presentation and color! The unique and open configuration of the structures beg for further investigation and promotes impulse purchase.

**Results:** Sales from this merchandiser surpassed all expectations! In the end, the buyer, marketing and sales groups were impressed with the execution. Many of the units had extended life as product trays were moved onto inline shelving to create additional merchandising opportunity!

# *Instore Lifespan & Quantity*

**What is the lifespan of the in-store promotion: 3-4 weeks**

**Production Quantities: 1,000 (Walmart locations)**