**3M Wrap It Up**

• Objective of the project:

Create a display unique in message that cuts through the clutter of holiday retail visual stimuli

• The solution and why it was selected:

This display, while having very little graphics and no branding at all is a winner on the basis of key shopper insights being targeted with specific graphic design and product positioning and angle presentation.

- What insights were used to determine this solution?

3M recognized that all of their displays that we have done with them, even though they are award winning displays, they are very often highly complex graphic designs with lots of communications.  They tied together this observation of their own displays with their knowledge of the visual clutter and graphic overload that attacks the shopper each holiday season - and set out to have us design a display that would allow the product’s own shapes and packaging colors to shine through.

- What makes this display different from others in the retail environment?

Placement of the scissors and wrist dispensers at eye level rather than a catchy graphic draws attention and tells the shopper clearly what the display is about.

The strong dark gray color helps the product stand out on each shelf.

Each shelf is designed to create a dump bin effect and places the product at a great angle for visibility when standing at the display or just near by.

Clear fences were used to help the product be seen better and allows retail associates to know when the shelves are close to empty motivating them to potentially re-stock the well placed holiday free-standing floor stand quarter pallet with product that may otherwise be lost on an in-line shelf location.

- What was the clear, compelling message?

A simple phrase, repeated 2 times is easy and quick to read, even subconsciously as a shopper glances at the display and gets directly to the point when she is shopping for her holiday gifts - it says “don’t forget that you have to wrap that present and here are scissors and tape to get the job done - grab these and ‘wrap it up!' "

- How does the display command attention?

By a combination of all the above points in this write up it is the simple one color, clearly visible product and strong simple almost subliminal message that makes this display command attention.

- How does it leverage recognizable brand equity or other key image cues to resonate with the shopper?

The scissors and writs dispensers being prominently placed at eye level and allowing the packaging branding to shine through is the leverage point of this display.  The strong angle of the the shelved/dumped product captures the view of the shopper and does the same.

- How should the display lead the shopper to make a purchase?

Both through the message of communication about wrapping, the ease of reaching and taking product combined with the placement of the display on the retail floor in high traffic zones help shoppers purchase these products.

- What is the projected duration of the display in store?

6 to 12 weeks (but assumed faster liquidation of product)



