



Purina Petcare  
Muse Creatables  
End Cap

# Objectives

Purina was looking to introduce its Muse Creatables product line at Petco. To do this, they wanted a (trial) merchandising solution that educated the shopper on this natural, grain free supplemental feeding line, where they can customize flavors for their cat; choosing a base, adding vegetables, and topping with a flavorful sauce.

# Solution



## Production Imagery



# Solution/Details

## **The Strategic/problem solving used-**

Based on an understanding of the Petco end cap and evaluating executions in retail (not necessarily in the pet category) that showcase regimens, the team developed concepts for floor stand and later, PDQ tray merchandisers. These were clearly organized via the product categories in the Muse line, so shoppers could simply “build” a meal. Dimensional header concepts were developed to command shopper attention.

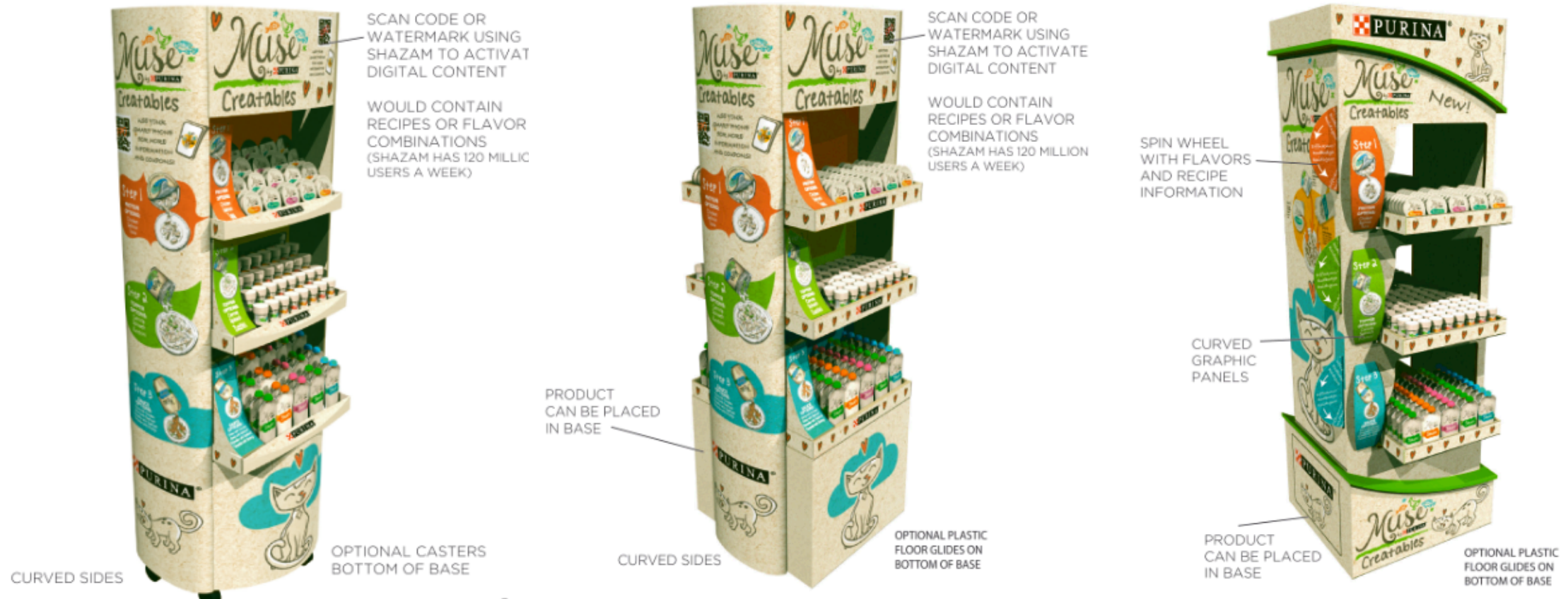
## **Creative-**

The creative utilized color coding and clear numbering to help the shopper navigate the endcap and follow the steps to build a delicious, personalized meal just right for their cat. Colors were bold, but muted to convey a natural, organic feel that matches the product’s ingredient sourcing. Fun sketches of happy cats engage and show the end emotional benefit: the joy and giving their cat exactly what they love.

**Production Qty:** 50 digitally printed end cap sets for a Petco trial.



# Concept Development



Initial directive from customer was to develop a freestanding/mobile floor display

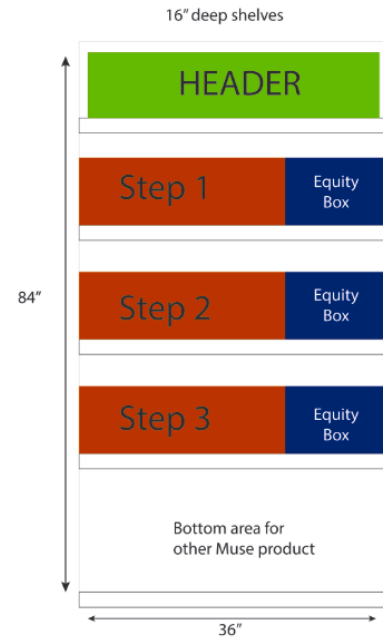
# Concept Development

## Display Mockups





# Concept Development



Customer provided drawing of proposed end cap layout (above)



After viewing the floor stand mockups, the client decided to change course and pursue an end cap position. All future development was executed as white sample proposals (shown above). Ultimately, they purchased concept B.

# Insights

## **The target-**

Pet lovers, who want the best for their cat. Trend research shows that “People are feeding their pets the quality of food that they would feed their children.” This includes organic and grain free...it is all about their intense love for these “adopted children” in their families.

## **Engineering-**

The dimensional header was engineered with depth and sweeping curves to draw the shopper in and large lug-ons to feature the brand and a happy, loving cat. Each tray had a forward facing info box and unique merchandising area to showcase the individual product packaging; either in stadium style row for base and veggies or pegs for the sauce packets. These elements helped keep the product front and center.

## **Sales Results-**

Sales results met expectations (detailed results not released due to confidentiality of the information). Purina and Petco were very pleased how the execution spurred basket-building, with shoppers buying multiple items off the end cap.