



CHARGE
YOUR GAME



GREAT NORTHERN
instore

Mountain Dew/NBA “Paint the Store Green” 2016

LED Countdown Shot Clock & 4-Sided
Scoreboard Spectacular

Objectives

DEW and the NBA were teaming up once again to bring consumers another charged up season. Project objective was to develop impactful Mountain Dew/NBA POS for the convenience store channel. The concept of “Painting the store green” was an all encompassing charge to develop exciting promotional elements for all areas of the store including: window, cold vault, ceiling, wall, counter and shelf. It’s all about reinforcement of the brand!

Solution

Scoreboard & Countdown Clock



Production Imagery



Solution/Details

The scoreboard & countdown clock created a powerful in-store presence due to scale, light and motion. POS was designed specifically for the C-store channel. Three display vehicles were originally chosen by PepsiCo for production, but the “Ceiling Dunk Spectacular” (slide 11) was eliminated for budgetary reasons.

Scoreboard

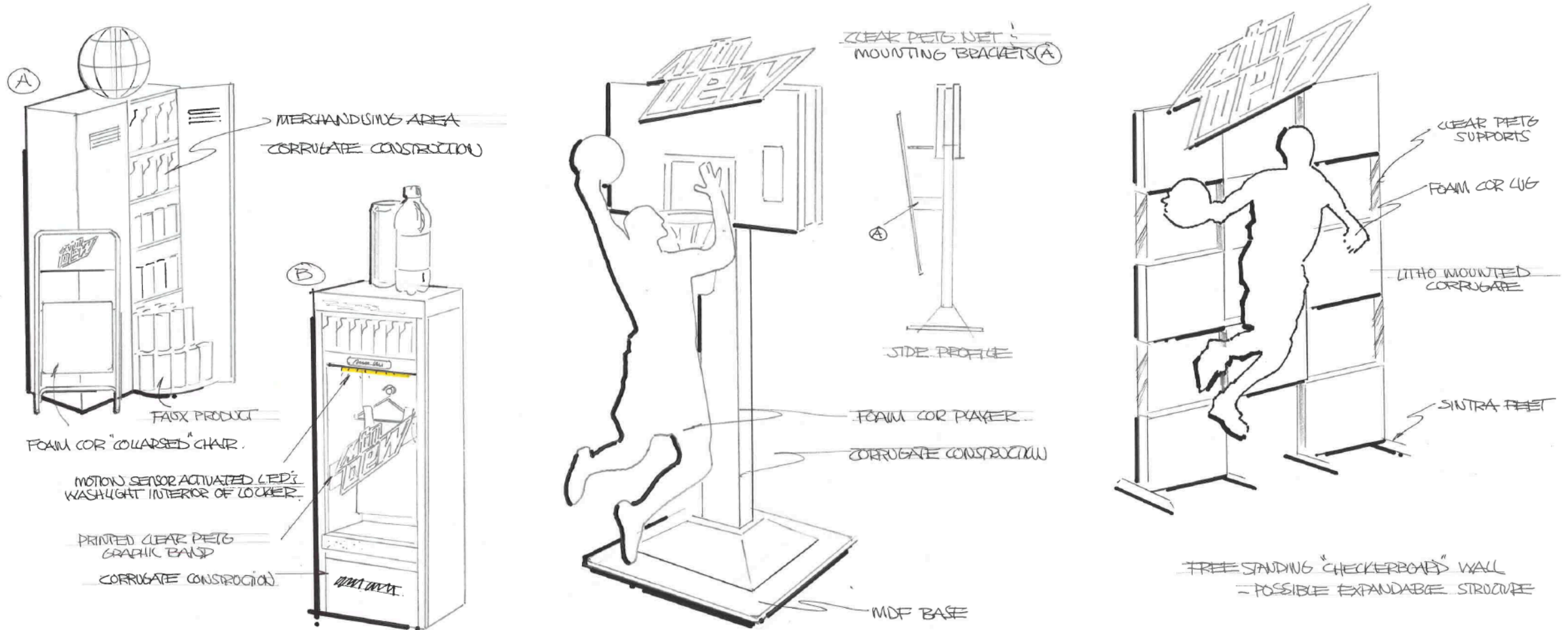
- Tapered 4 - sided configuration for maximum 360 degree visibility.
- Large/impactful scale (40” x 40” x 38”H) aids brand promotion and the “Call to action”- Charge your Game.
- Litho mounted corrugate main structure w/ litho mounted foam cor bottles.
- Display kit includes ceiling hanging clip/string.
- In-field execution was eased due to a combination of pre-assembled components and minimal parts.

Countdown Clock

- Display industry first basketball “countdown clock” – Clever interpretation of an NBA shot clock.
- Large 7 segment LED digits count down from 24 – 0 in exciting/rapid succession (10 second delay between activations).
- Motion sensor activation. Unit is powered by 4 “D” cell batteries.
- Structure is pre-assembled ensuring a successful execution.
- Unit includes die-cut slots for wall hanging and suction cups for cooler door attachment.
- Unprinted corrugate back structure w/ a litho mounted foam cor face panel.
- Size: 18”H x 15”W x 3”D

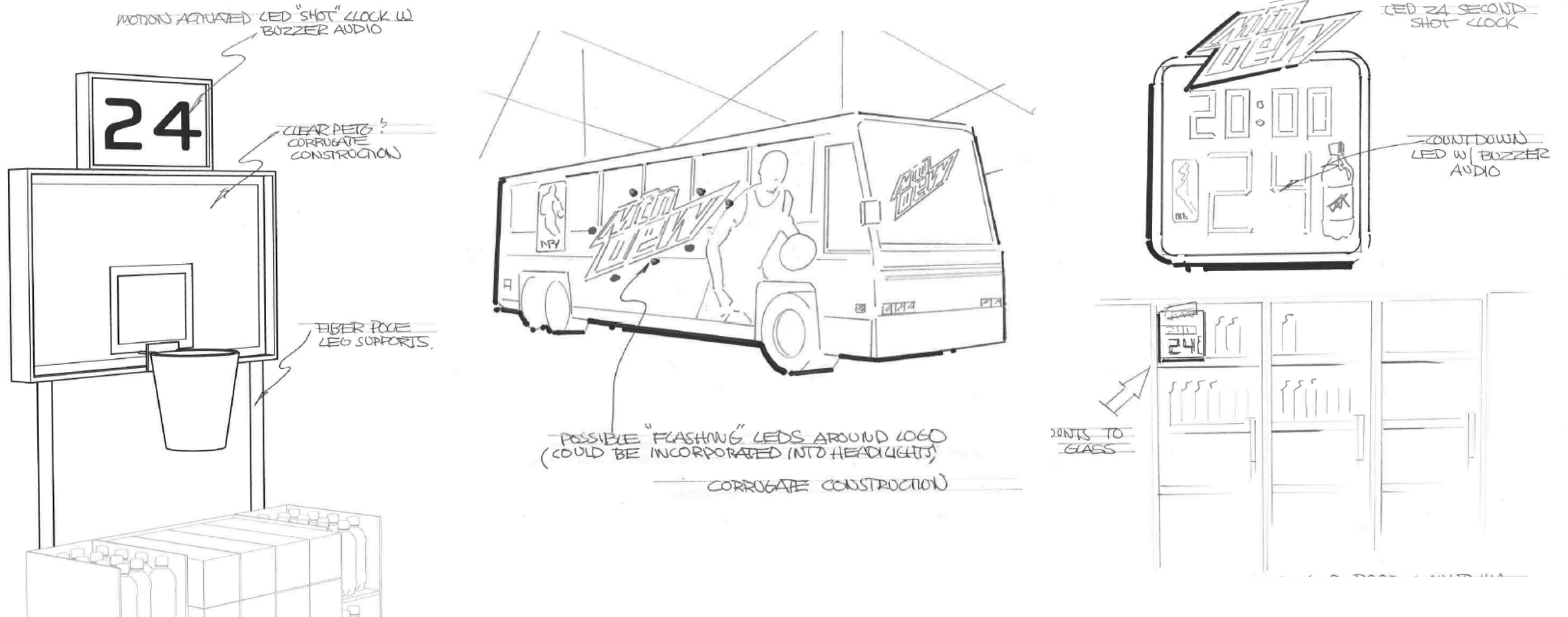
Concept Development

"Pencil" Ideation

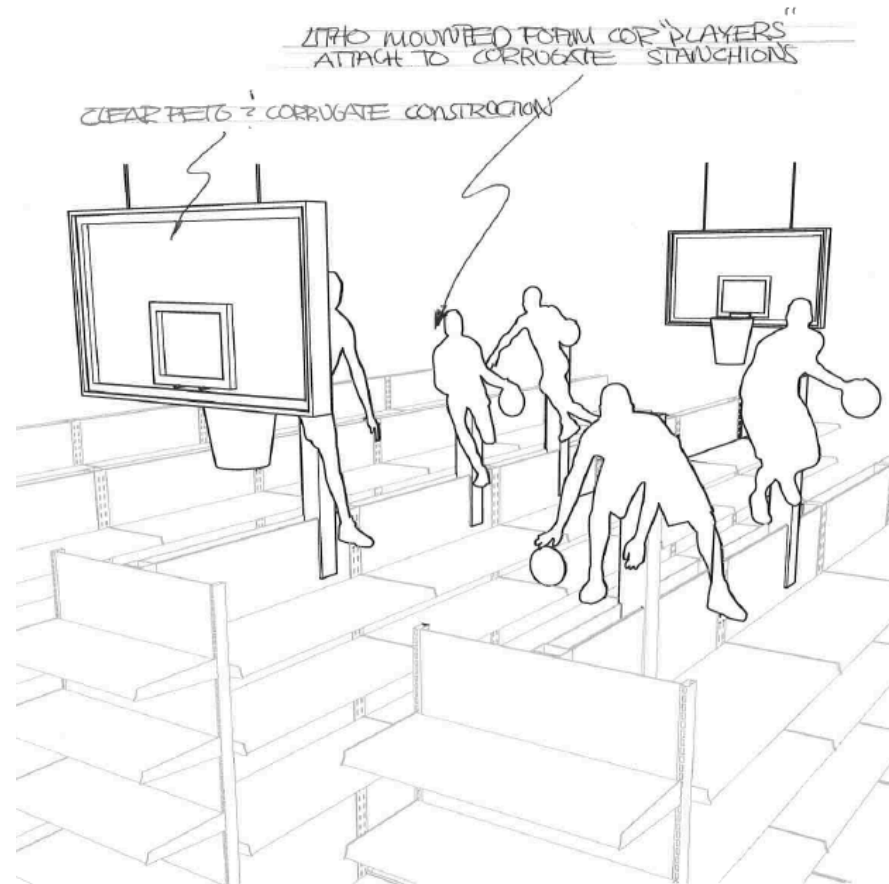


Concept Development

"Pencil" Ideation

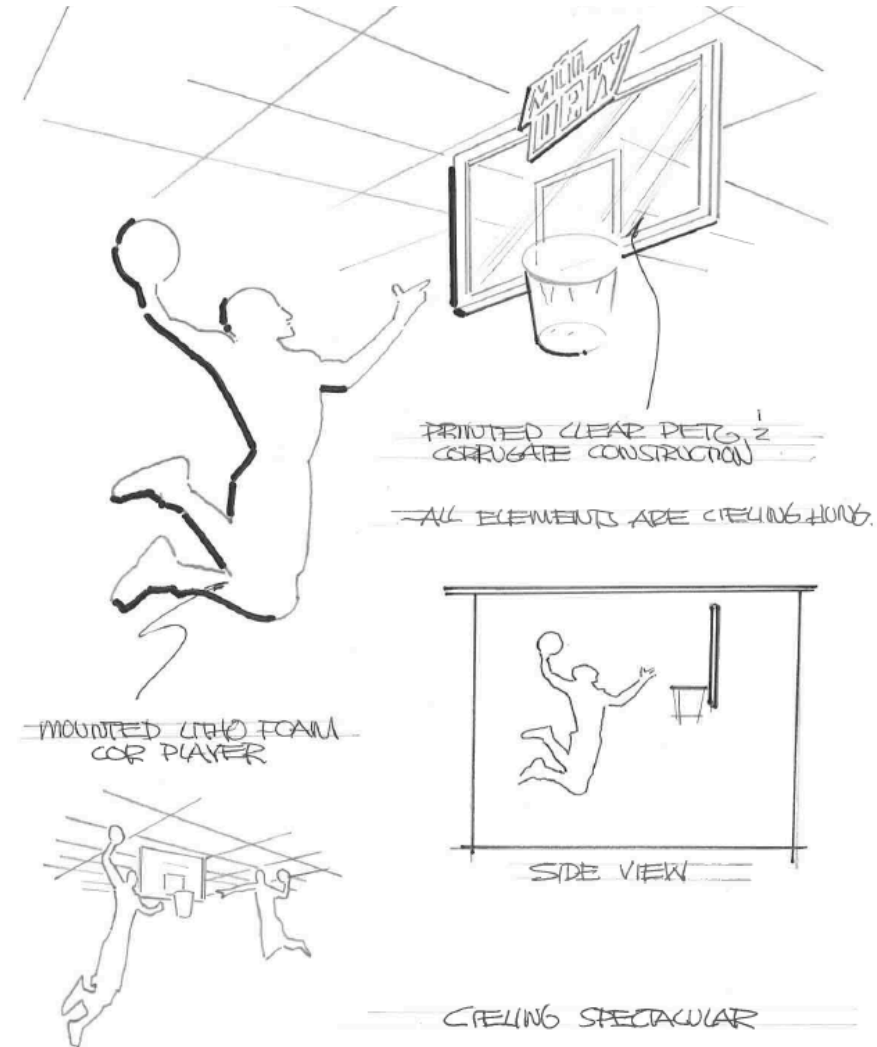


Concept Development



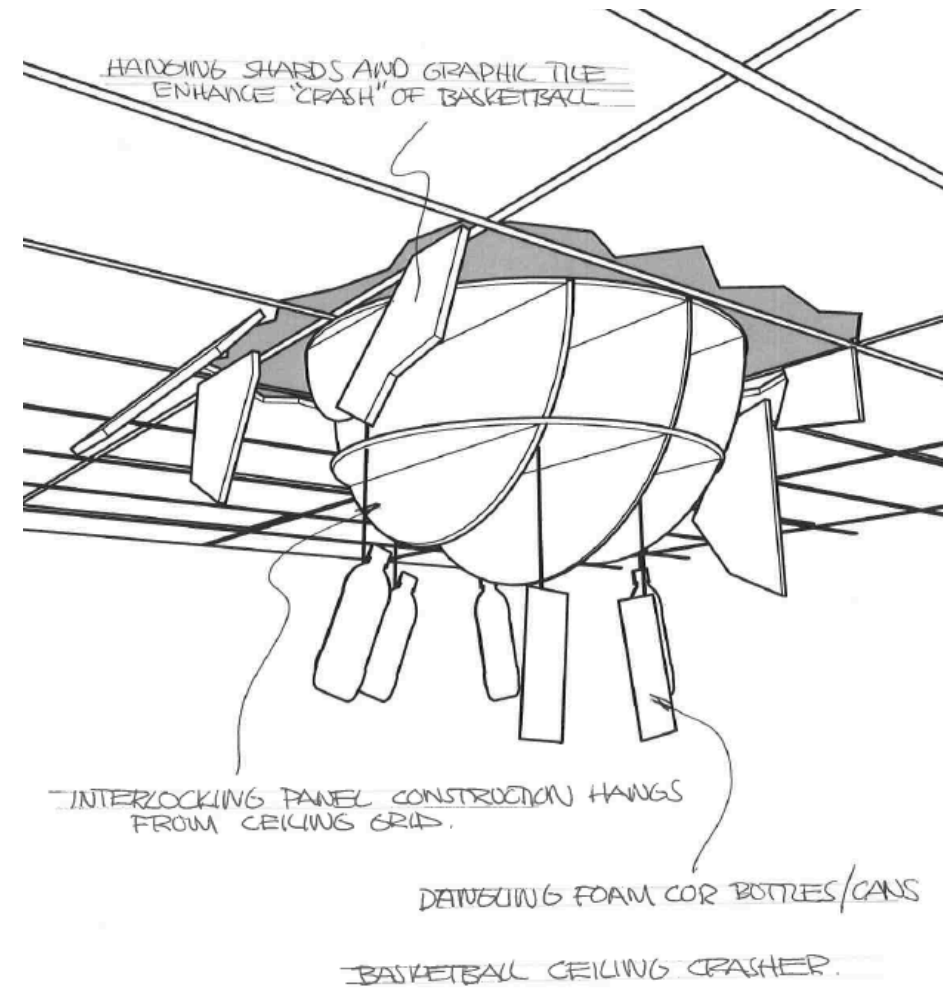
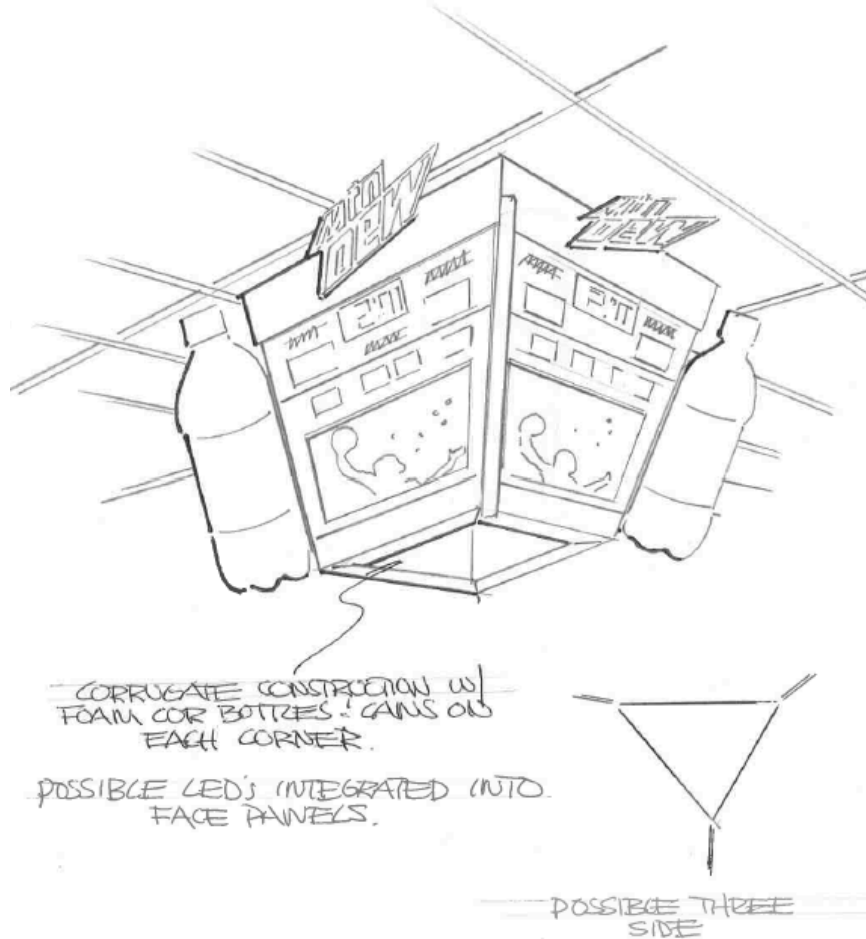
ALL ELEMENTS ARE MOUNTED ABOVE MERCHANDISING FOR MAXIMUM VISUAL IMPACT

"Pencil" Ideation



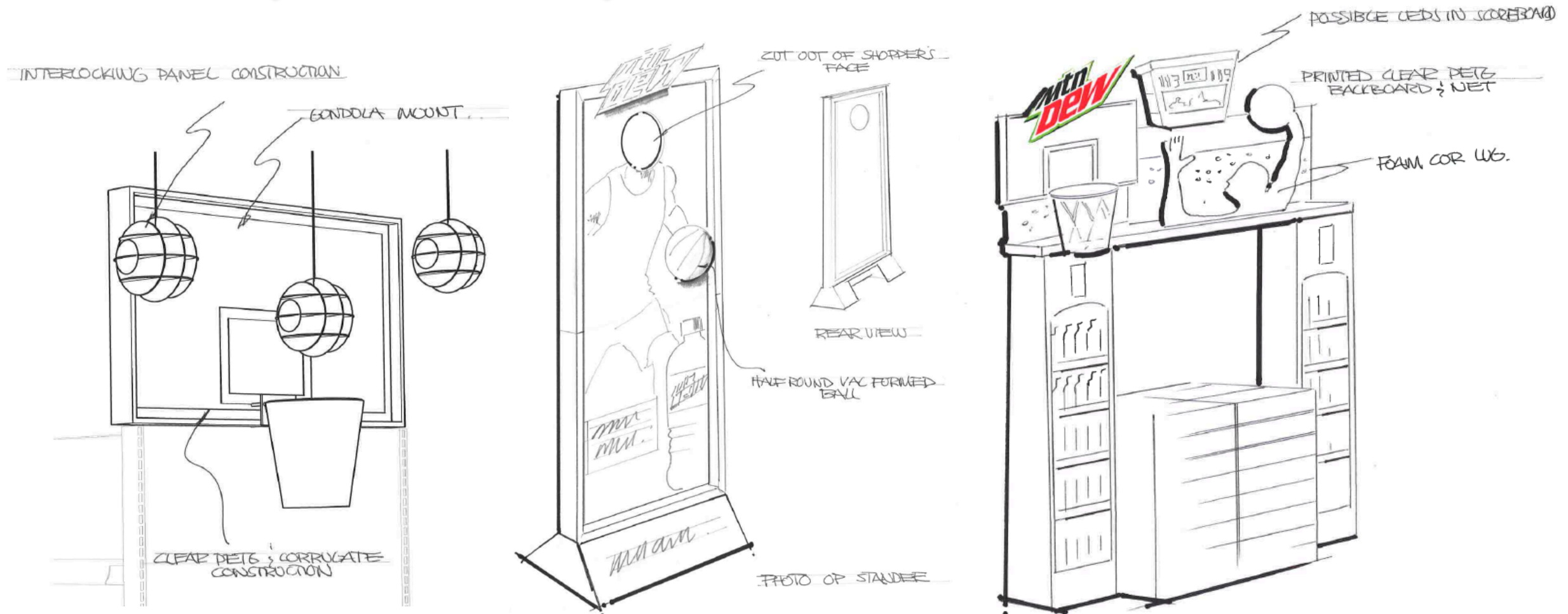
Concept Development

"Pencil" Ideation



Concept Development

"Pencil" Ideation



Final Concepts

Three concepts were chosen from ideation



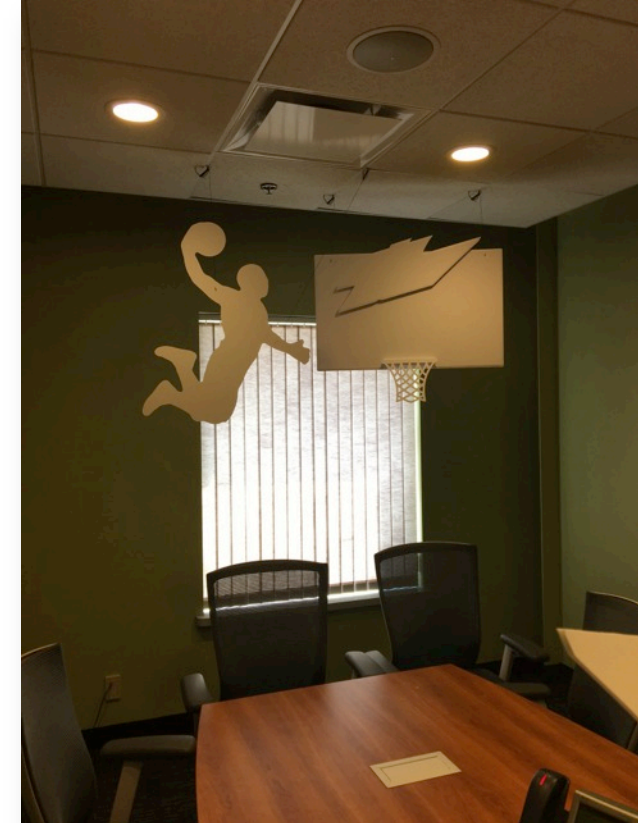
Motion activated LED's

LED Countdown Shot Clock



4-Sided Scoreboard Spectacular

Final Concepts



Ceiling Dunk Spectacular

Insights

What is the compelling message: Both display elements successfully “paint the store green” through the use of powerful/colorful branding and by their wall/ceiling placements. It’s difficult for consumers to pass into the retail environment w/o viewing the large scale scoreboard suspended from the ceiling or to view the rapid firing LED countdown clock that has been activated by an unsuspecting consumer (or by themselves as they approach the signage panel). Ultimately, this is all about Dew and the NBA. The attention grabbing display structures and their graphics quickly resonate with the brands loyal demographic and with fans of basketball.

How does this display command attention: The clock and scoreboard garner immediate attention due to scale, lighting & motion. The scoreboard successfully communicates the brand (logo placements and use of oversized bottles) & basketball (iconic stadium scoreboard configuration) due to its location high above the visual clutter of retail, while the clocks super sized green (seven segment) LED’s demand a second look from inquisitive/surprised consumers.

Results: 1000 clocks and 500 scoreboards were ordered for this program.