

***Kickstart* Re-Chargeable Cooler
Saddle Merchandiser & *Kickstart*
L.E.D Cooler Sign**

Objective/Solutions

The **objective** was to create a “large and more compelling” in-store presence for existing freestanding cooler units that were merchandising the Kickstart brand. The ultimate goal was to announce the addition of “4 New Flavors” while improving/driving impulse purchase from the coolers.

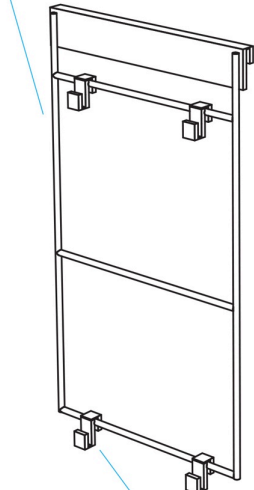
Solutions: Pepsi pursued/purchased (2) designs from our original concept deck.

- The “Saddle” merchandiser is the first of its kind in the beverage category. The unique configuration creates areas for 110 additional sku’s over and above the capacity of the cooler.
- The rear mounted cooler sign draws consumer attention via the use of battery powered sequencing LED’s.

Concept Development



WIRE GRID TO HOLD TRAY



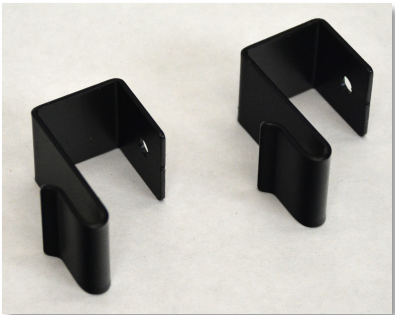
SIDEKICK CLIPS TO HOLD TRAY



Production Imagery



Production Details



What makes the “saddle” display different: Mobile cooler displays are an effective way of increasing impulse sales as they are typically placed near the transaction lane. Frequently, they are overlooked due to their diminutive scale and low level of graphic impact. The “Saddle” display creates additional merchandising real estate, scale and messaging areas for maximum visual impact.

- Litho mounted and flexo printed corrugate components
- Display is assembled in-store by route personnel (no tools required)
- Assembled merchandiser attaches to the cooler via (4) steel hanging brackets
- Design is sensitive to cooler bin shoppability and overall height (in-store line-of-sight)
- Kit of components includes a cooler graphic panel which effectively customizes the entire structure
- Corrugate display components are positioned above floor to avoid water damage

Insights

What makes the cooler sign different: The sequencing LED's create a dramatic marquee of motion that draws consumers to the cooler for further investigation. Also, its overall height improves program visibility.

- Litho mounted foam cor components
- Two sided signage panel is attached to the cooler by route personnel (no tools required)
- Pre-assembled unit (including a “D” cell battery pack) mounts to the coolers top edge via (2) steel brackets. Note: Weight/location of battery pack creates the necessary ballast for sign stability
- Studies support a higher level of register “rings” when electronics (LED's/sound/motion) are utilized in retail promotions
- Design is sensitive to cooler bin shoppability and overall height (in-store line-of-sight)
- Kit of components includes a front cooler graphic panel which effectively customizes the entire structure

Insights

What is the compelling message: Kickstart, a juice based energy drink, aims to bridge the gap between juice and coffee to give consumers an alternative on a morning/evening that provides the best of both worlds. This promotion visually reinforces the “4 New Flavors” campaign while lifestyle imagery connects to the youthful demographic of the brand.

How do the displays command attention? Scale (Structure enhances cooler presence), color (a dominant color block of black & green reinforces the Dew brand) and motion (the use of sequencing LED's) led to the successful execution of this promotion.

Shopper Insights: Mobile cooler displays are typically overlooked due to their low height. Both the LED sign and the saddle display help increase the visibility of this vehicle, helping drive incremental, unplanned purchases. Action-based lifestyle imagery connects with the target millennial shopper.

Results: This program was developed for the St. Louis region. Strong retail feedback points to a possible national execution.

Instore Lifespan

What is the lifespan of the instore promotion:

- “Saddle” Display - 4-6 weeks
- “LED” Header - 6 months

Production Quantities:

- “Saddle” - 1000
- “LED” Header - 1000