

# *HotWheels “MAKE IT EPIC” Dump Bin*



# Objective/Solutions

The **objective** was to create a high impact merchandising destination (at Kroger) to drive impulse purchase of Hot Wheels cars, track sets and other track building components.

A secondary objective was to create an “Epic” competitive & creative opportunity (nationwide contest) for Kroger employees utilizing the base display as a building block. This additional goal was added during the latter stages of the design process.

**Solution:** A highly creative dump bin that utilizes oversize track elements was developed for this promotion. A “starter build kit” of actual track components (w/ a suggested layout) was included along with an “activation kit” of miscellaneous other components to be used for the “Epic” contest.

- High impact design for consumers, but also includes elements for an “Epic” competitive employee build. Final structure will be judged online by the “masses” via social media.
- Please review contest details included in slides 5 & 6 for additional information.

# Concept Development



Early conceptual designs did not include “actual” track



# Concept/3D Development



This slide shows the integration of actual Hot Wheels track into the final design and also some of the developmental considerations that led to the configuration.



Final design concept w/ track mounted to bin and header

# Competition Details

## MAKE IT EPIC AT KROGER – DIVISION CONTEST INSTRUCTIONS



# MAKE IT EPIC

P4

P5

### Week 1-2

#### BUILD

- ✓ Pallet with activation package arrives
- ✓ Build display & create course

### Week 3

#### SUBMIT

- ✓ Submit photos by 5/11
- ✓ 5 winning stores: \$100 Gift Card for GM Department Manager
- ✓ 2 finalist stores selected

### Week 4

#### FILMING

- ✓ Film crews sent to 2 finalist stores
- ✓ Create 30-sec videos
- ✓ Videos posted to YouTube

### Week 1

#### VOTING

- ✓ Kroger employees vote
- ✓ Consumers vote and enter sweepstakes

### Week 2

#### WINNING STORE ANNOUNCED

- ✓ Pizza party and t-shirts for winning store
- ✓ Tablet for GM Department Manager

# Competition Details

## MAKE IT EPIC AT KROGER – DIVISION CONTEST INSTRUCTIONS

### 1. BUILD



- Receive pallet with activation package included
- Attach top of pallet (instructions included in pallet)
- Build out “Epic Display” for competition
- “Epic Display” judging criteria:
  - Creativity
  - Length of course
  - Ability for car to go through entire course
  - Incorporation throughout store

### 2. SUBMIT



- Take picture(s) of “Epic Display” (max total file size 4MB)
- Email [Brittany.Shotts@mattel.com](mailto:Brittany.Shotts@mattel.com) to enter contest and submit the following by 5/11:
  - Division, store location and number
  - GM Department Manager Name
  - Contact Email & Phone Number
  - Picture(s) of “Epic Display”
- Mattel team to choose 5 winners based on judging criteria; GM Department Managers awarded \$100 gift card

### 3. FILMING



- Mattel team to choose two finalist stores
- Film crews sent to finalist stores to create 30-second videos
- Videos posted to YouTube

### 4. VOTING



- Mattel to create voting site for Kroger employees and for consumers, and all communication materials (Facebook posts, emails, etc)
- Employee Voting: Kroger to use Mattel assets to communicate to employees
- Consumer Voting & Sweepstakes:
  - Kroger to use Mattel assets to communicate via Facebook, Email, etc
  - Mattel to pulse via Hot Wheels Instagram, Twitter, Facebook, YouTube Channel, and Collector site

### 5. WINNER ANNOUNCED



- Mattel team chooses winner\*
- Hot Wheels t-shirts given to employees of store, along with pizza party
- Picture of winning store communicated to employees and consumers by Kroger
- Hot Wheels to re-tweet/post winner photo
- GM Department Manager to win tablet



# Production Imagery



Bin back side w/ track termination point



Clamp detail



# Insights

Hot Wheels is a worldwide brand that is highly recognized at retail. Consumers are familiar with their products and especially identify with the iconic bright orange track. The large panel graphics are fun and inviting for “kids” of all ages and the product is easily accessible/shopped. It will be difficult for children (and adults) to pass this display w/o further investigation and engagement.

- Pre-assembled litho and direct printed bin structure. “Near pack” shipment of upper bin product
- Easily assembled litho mounted header components
- Actual track components include specific instructions for attachment. Additional instructions/guidelines/components are included for the (Kroger employee) competition
- High impact design that is easily shopped by consumers
- Engineered to be restocked multiple times over the 4 week promotional period
- Overall size: 24”W x 24”D x 57”H (w/o pallet)



# Insights

**What is the compelling message:** This structure is all about conveying the excitement of the product and creating an “Epic” track layout at home. All needed elements to accomplish this are included on this compact and highly creative 3D merchandiser!

**How do the displays command attention?** The attributes of the product are clearly depicted with its creative incorporation into the display header. The dramatic oversized track and bold colors create a beacon for the targeted audience (boys, ages 3 -12). The inclusion of actual track (base kit) created an additional level of excitement at retail and results from Kroger’s employee “Epic” competition will eventually expand to social media.

**Results:** This program is being launched in the Spring.

**Lifespan:** 4 weeks

**Productions Qty’s:** 1100