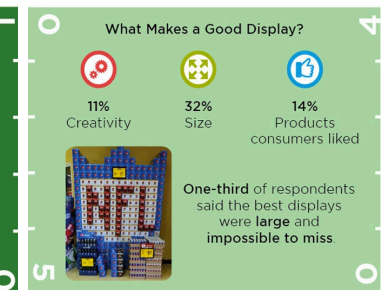
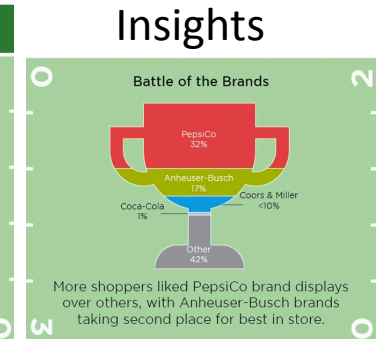
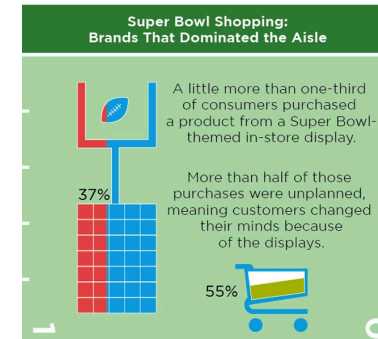
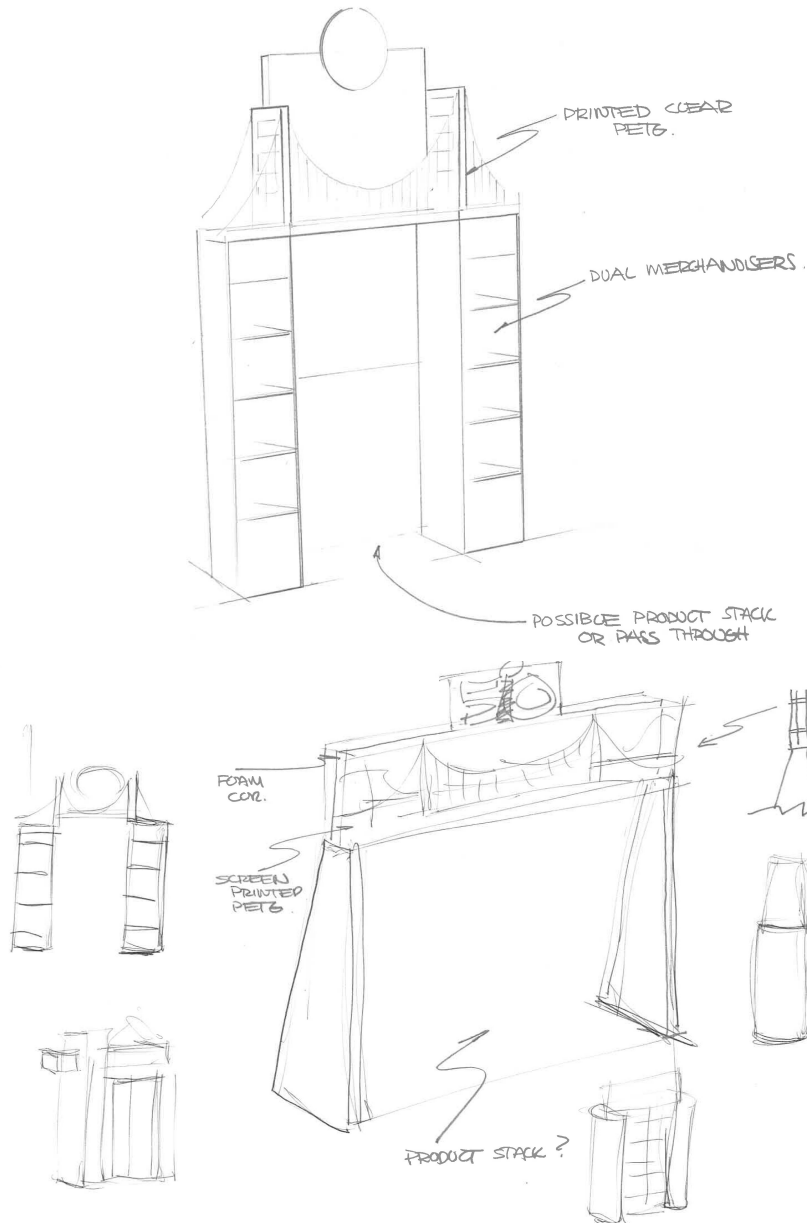


Project Objective

Develop a regional/Super Bowl themed merchandising vehicle that promoted the purchase of cased and single serve Pepsi product while reinforcing their longstanding sponsorship of the event.



GNI Solution

After presenting a series of rough concept sketches, Pepsi chose this impactful design. The iconic "Golden Gate" structure quickly resonated with the "West coast" demographic. Additionally, graphic elements were minimized for maximum emotional impact.

Angled brand lug



.020" Offset printed clear PETG

Dimensional bridge tower structure

Details

- Overall size of merchandisers and spanner: 66"W x 12"D x 103"H
- Easily assembled (elements of spanner structure are pre-assembled to ease in-store execution).
- Void between merchandisers creates a unique area for merchandising cased product.
- .020" offset printed clear PETG bridge (cable area) components were utilized for added realism.
- Main spanner elements are litho mounted corrugate. Spanner platform is direct printed 1 color.
- Direct printed 1 color merchandisers w/ litho mounted headers. Note: These headers include clear extrusions to accept post Super Bowl promotional messaging.
- Production quantities: 600 merchandising sets (including spanning header) and 500 spanners. Note: Spanners can be utilized as pallet toppers or included on large product stack promotions.

Open area between towers creates a dramatic focal point for product.

Modular structures (merchandisers and spanner can be separated for varying in-store applications).