

HOW
DEW[®]
IS DONE



GREAT NORTHERN
instore

Mountain Dew Summer
Modular Program
“100 Days of Summer”

Objective

Create a “universal” modular component built system of merchandisers for bottled and canned Mountain Dew products (including fridgemate packaging). Displays would be appropriately scaled for placement into convenience and grocery store channels.

Historical Information

Production Image of “Dew Saddle” merchandising system (first of its kind execution). Based on the overwhelming success of this campaign, PepsiCo asked Great Northern Instore to develop its next generation. Challenge was to create a “more flexible” system.



Solution Production Imagery



Main building blocks for various configurations



Optional configurations

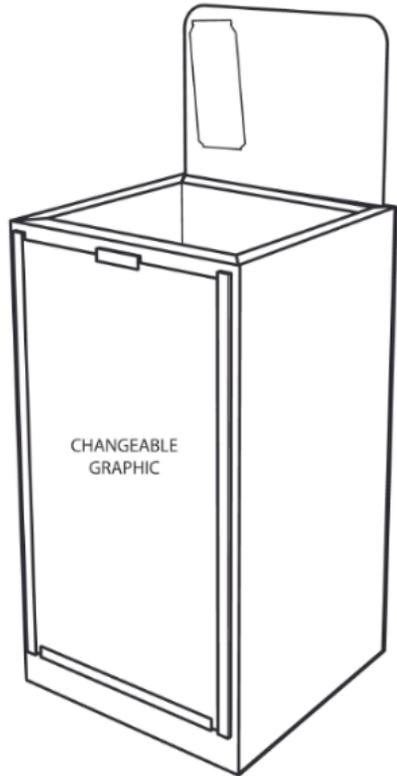
Changeable graphic area

Solution/Details

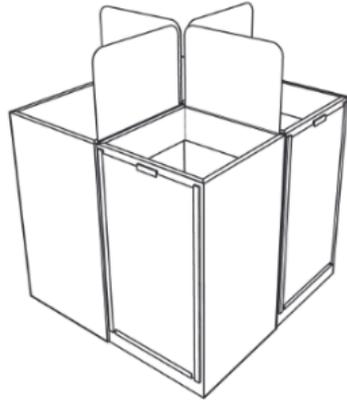
This merchandising system creates a powerful in-store presence through scale, graphics and modular flexibility. POS was designed specifically for the C-store and grocery channel. Many of the components can be utilized alone (dump bins and merchandisers), but when utilized together, create a powerful merchandising solution.

- Bin and merchandiser components can be utilized alone. Other merchandising configurations include: spanner/merchandisers over full pallet, spanner/merchandisers over corrugate bin/square in-store cooler bin/round in-store cooler bin and spanner/merchandiser placement on end cap.
- Large and impactful scale of basic merchandiser/spanner/dump bin structure – 4’W x 7’H x 18”D
- Litho mounted components for maximum visual impact.
- All components ship KD, but assemble in minutes.
- Dump bin structure includes “J” channels for future graphic inserts (extending the life of the display).
- Structural components were specifically designed to meet budgetary and lifespan requirements.

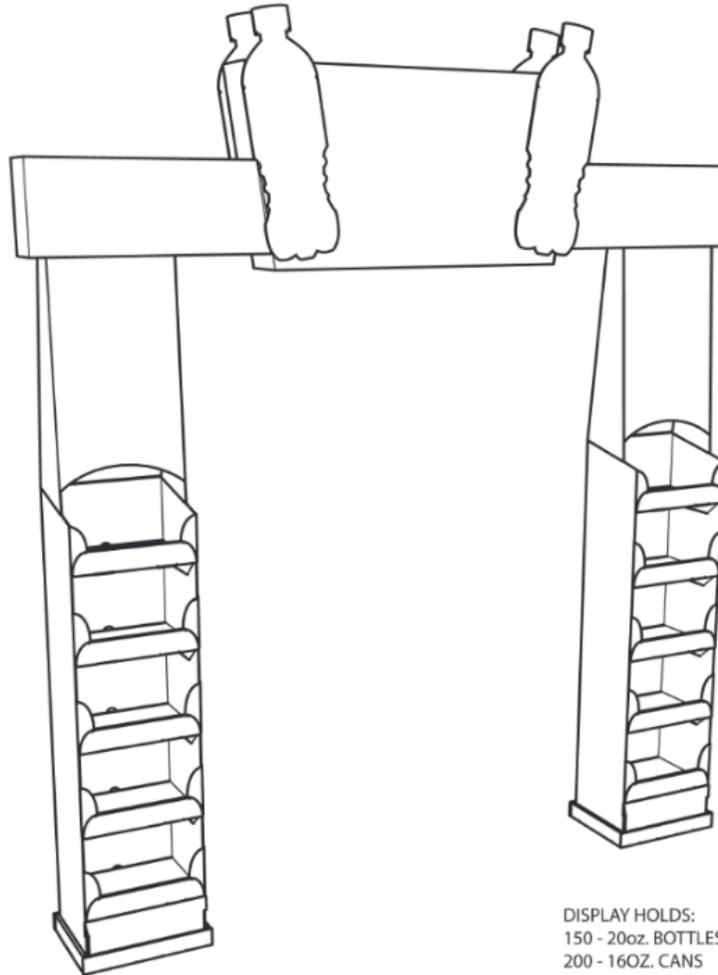
Concept Development



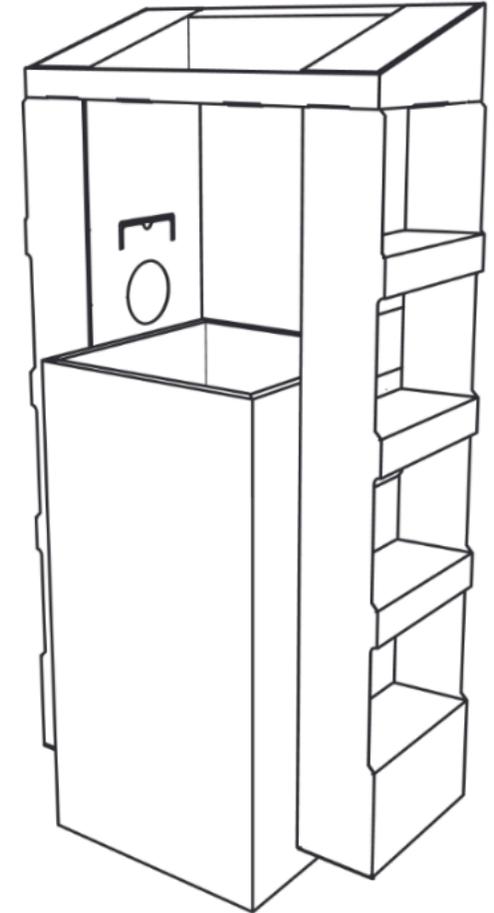
CHANGEABLE
GRAPHIC



DISPLAY HOLDS:
110 - 20oz. BOTTLES
130 - 16OZ. CANS



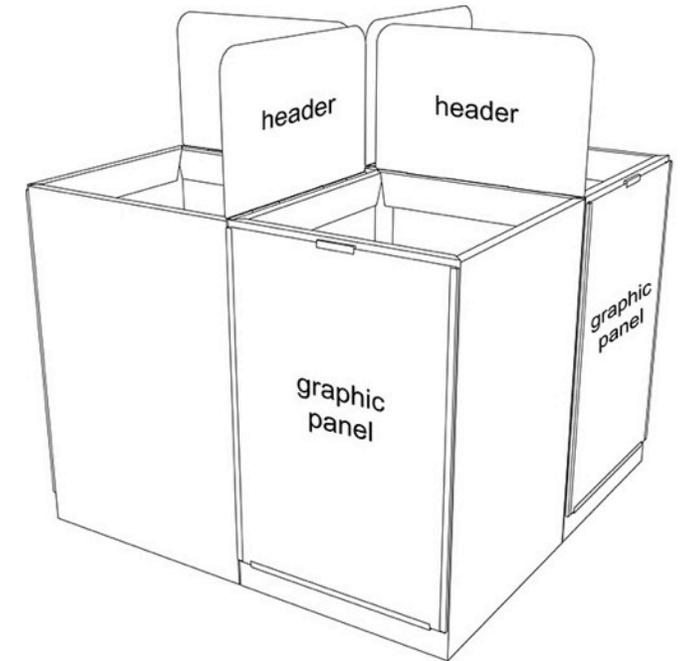
DISPLAY HOLDS:
150 - 20oz. BOTTLES
200 - 16OZ. CANS



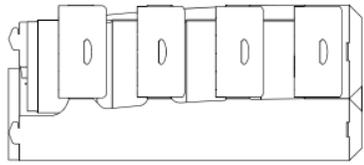
“White Sample” Development



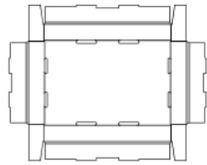
“White Sample” Development



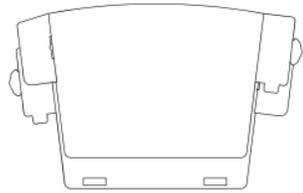
Assembly



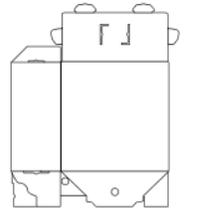
(2) Merchandisers
(with inner panels inserted inside)



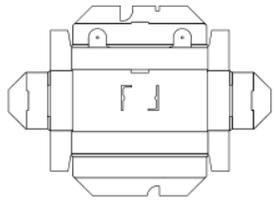
(2) Mop trays



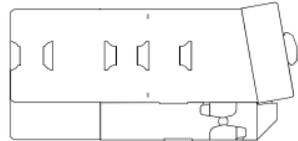
(1) Bridge header



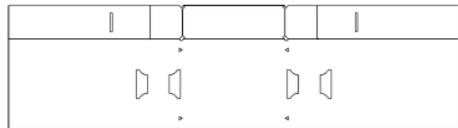
(2) Tall bridge pedestals
(also merchandiser headers)



(2) Short bridge pedestals



(2) Bridge end panels

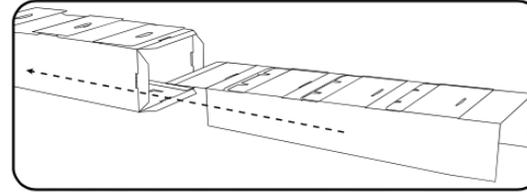
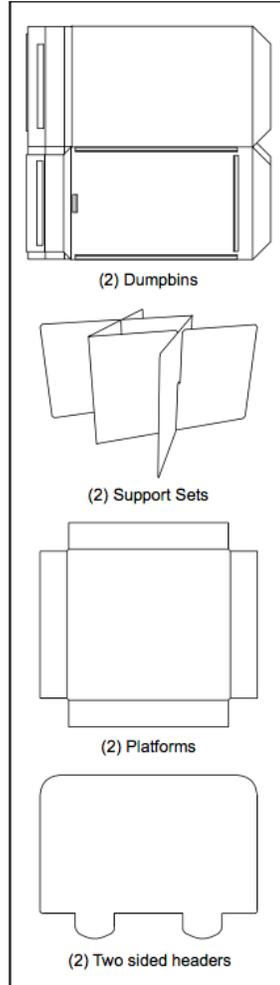


(1) Bridge extension panel

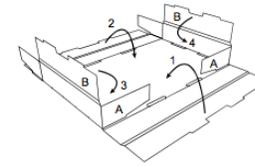


(4) Tree clips
(in poly bag)

Components

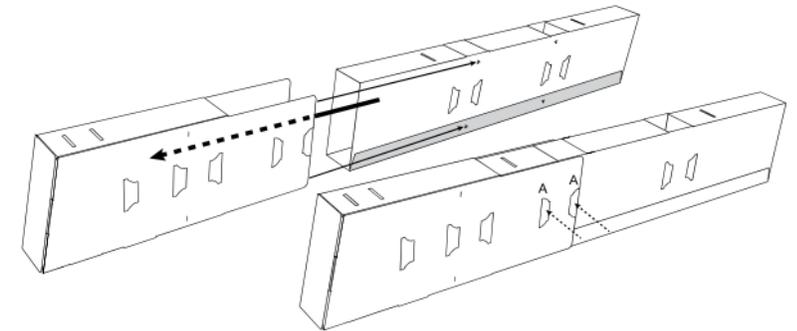
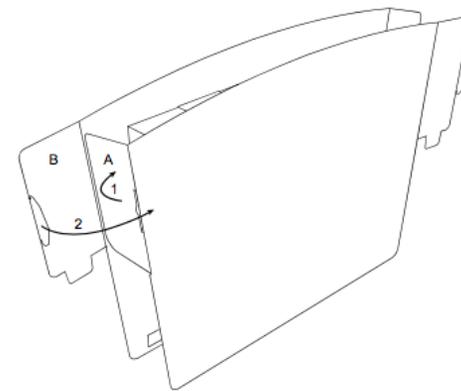
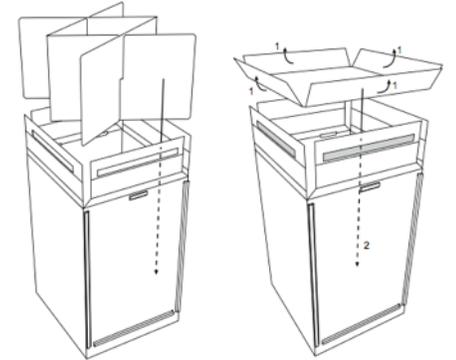
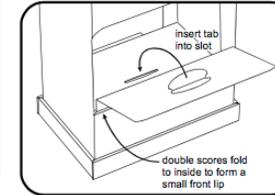
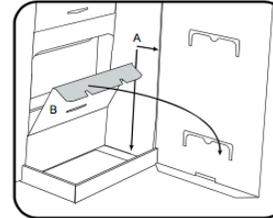
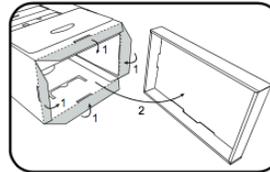


However, if the inner panel is inadvertently removed - square up both parts and re-install inner panel by sliding it into the bottom of the merchandiser as shown above.



1 - Fold up both short sides and tabs 'A' of mop tray as shown. Fold long side up & over tabs 'A' to lock inside. Assemble the other side of the mop tray the same way. Fold flaps 'B' inside tray to lock inside.

Note: Display shown opened up below to better illustrate the assembly sequence:



Basic Component Assembly Details

Insights

What is the compelling message: Mountain Dew is a category leader and continues to develop new product extensions. This scalable modular system creates multiple merchandising solutions for bottlers and retailers, as multiple single serve and take home products can be shown. “J” channels were cleverly attached to the dump bin fronts for future NFL imagery that will extend the life of the displays well beyond the Summer season.

“Field has gone completely nuts with this programs flexibility and continues to create new configurations with the provided elements” - Charlie Blecker: PepsiCo Director of Merchandising

Production Qty: 6000 kits of (2) dump bins & 3000 spanner kits (includes left & right merchandisers and adjustable spanner/signage components).

In-Store Imagery

