

Heaven Hill

Burnett's Red, White and Blue Summer Display



April Instore Excellence Submission
May 15, 2017

The Objectives:

- The objective was to focus on creating a Dealer Loader, Summer 2017 program focused around the Red, White and Blue USA Party Edition special packaging on the Burnett's 80 proof 1.75L Bottle.
- The vision for the display is "Generic" summer fun built around the Patriotic Holidays that shows the party spirit to drive sales at retail.
- In addition, the client engaged the consumer through social media with their "More Fun" brand Ambassadors to help promote the party spirit through 30 second videos, and posts on Instagram and Facebook to help support this retail only program.

Initial Ideations



Mixed materials; corrugated, second surface silk screened PETG front and motion background to look of flying confetti.



Mixed materials; corrugated and second surface silk screened PETG front panel, heat bent twisted acrylic to look like pouring liquid.





Mixed Materials; The display has become a pole topper. Vac-formed cup/bottle w/PETG stars and cap.



Mixed Materials; Still Vac-formed cup/bottle with PETG Stars and cap, now includes pole mounted motor to turn display. .

The Winning Design

Approved
Final
Rendering



Actual
Production
Sample

The Solution:

- Constructed from a combination of Vacuum formed plastic, mylar “tinsel” top, fiber poles and plastic feet.
- The cup and bottle are second surfaced silk screened.
- Display ships poly bagged with top pole section inserted and secured to the display body. All that happens at retail is the assembly of the pole feet, the insertion of the bottom pole, inserting the tinsel, and the stacking of the cased product around the base of the display.

The Insights:



- This program is of particular importance to GNI as it continues the execution collaboration between Swedesboro and Chippewa Falls. The original concept and production artwork was developed in Swedesboro while all plastic engineering was handled through Chippewa Falls.
- We were given creative license for the display execution to align with the summer party spirit theme.
- This is the second summer themed program that we have run for Heaven Hill, following up last summer's Music Tour program. The Displays are new in the field (as of this writing) so we don't have feedback other than the client is very happy with the look and execution of the displays.

The Nuts & Bolts

- Project: #16SJ90948
- Quantity Produced: 750
- Selling Price: \$140.00
- Retailer: Liquor stores
- Longevity of Display @ Retail: 12 weeks

