

Calitho – “Celebrate” Display

Great Northern Corporation, Minneapolis
April 2017 Instore Award



Display Overview

Calitho and Black Hawk Network work with the retailers where the display is placed to customize the card program.

We produced 6000+ displays and the intended lifespan is through at least June.

What makes this display different?

GNC's ability to manage and execute on a highly complex product fulfillment.

The display assortments ranged from 14 different card sku's to over 50 different card sku's on a display.

There were 24 different gift card assortments that were managed.

A majority of the displays were shipped direct to stores.

Over 2,200,000 individual gift cards were distributed via this display program.

Calitho

Objective: Create an unique, cost-effective, display for retail to accommodate a variety of different, retailer-specific gift card assortments. Provide an easy to execute display at retail that stands out in high-traffic areas of the store.

Solution: A unique, stacked-box display was utilized to catch shopper's eyes with bright and whimsical graphics. The display had flexible hook positioning to accommodate 24 different gift card assortments.

Results: The displays are just hitting retail, but in our observations and feedback, they are being placed in key traffic areas in store.



Insights:

- Gift Cards are still a primary payment method.
- According to BlackHawk Network, 43% of the US population used a giftcard last year. 45% of the population currently has a gift card in their wallet. 44% plan to purchase a gift card in the next year.
- In the same study, 74% of people hope to receive a gift card in the next year.
- Gift Cards are often a convenience/spontaneous purchase and their placement should be easily accessible.



Insights

- What is the Compelling Message?
 - Gift Cards are a great choice for the multitude of “non-specific celebrations” that occur in the spring.
 - No specific event is significant enough to necessitate a special display, the Spring Display utilizes a generic “Celebrate with Gift Cards” message.
 - Mother’s Day, Father’s Day, High School and College Graduation are all of the events that are targeted.
- How do the displays command attention?
 - With the bright graphics and familiar brand names on the actual gift cards.

Initial Concept Sketch to Instore Execution

