



GREAT NORTHERN
instore

Talking Rain “ICE” Easter Standee/ Case Stacker

Objective

Project objective was to develop a large scale case stacker (for 12 pack bottles) that would merchandise “ICE” sparkling water during the Easter holiday period. All displays would be Grocery/Mass channel placed.

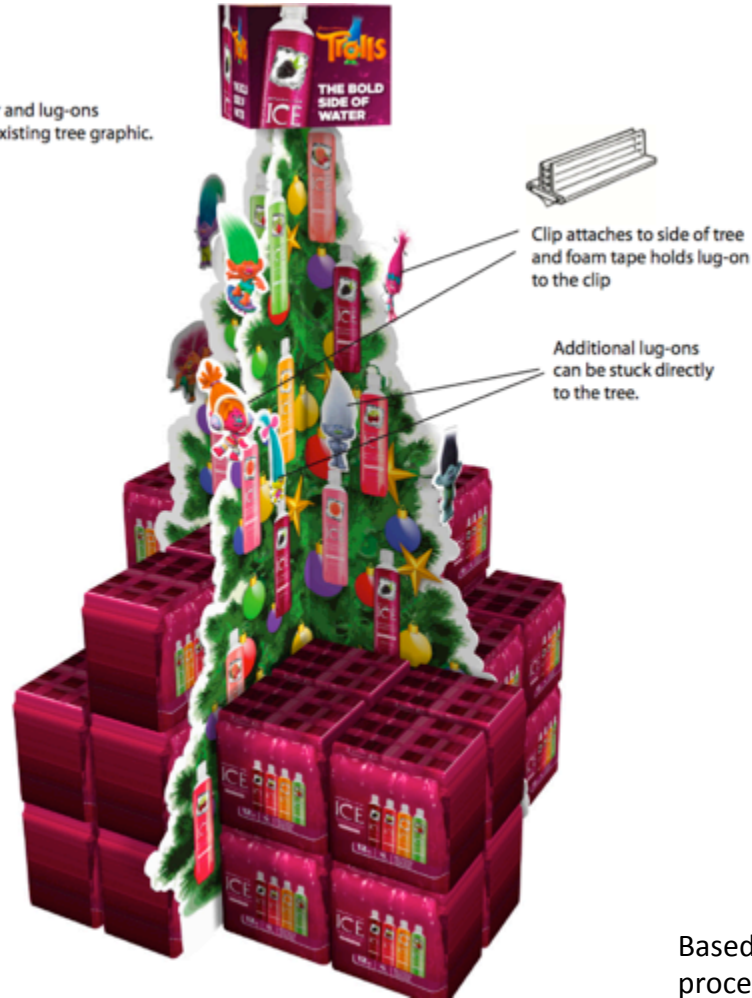
Talking Rain has had a great deal of success with seasonal merchandisers. These displays have bolstered sales and increased consumer awareness of new flavor offerings. Great Northern produced a similar style unit in 2016 for Christmas that created a great deal of retail excitement!

Background Info

Troll header and sash
placed on existing tree graphic.

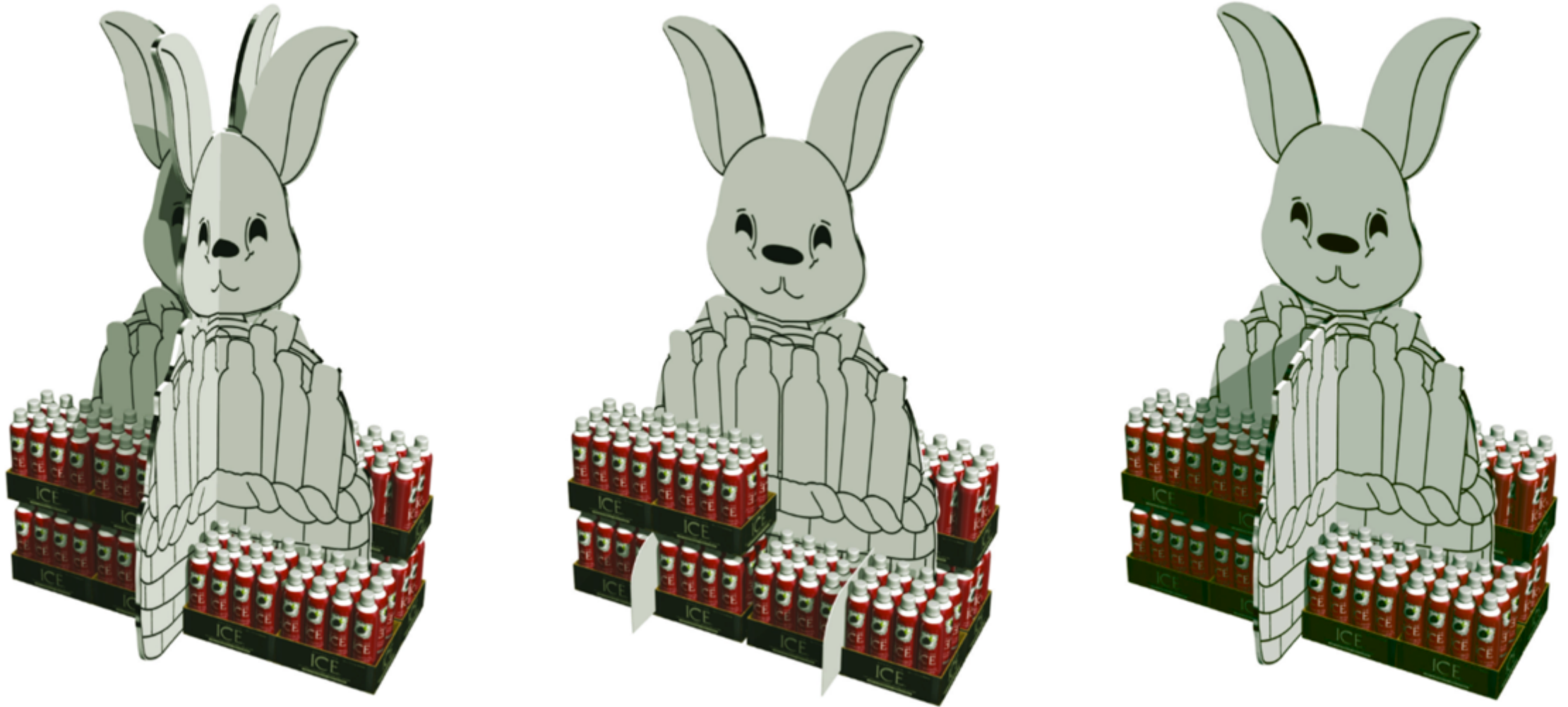


Troll header and lug-ons
placed on existing tree graphic.



Based on the success of this stacker, Talking Rain asked GNI to proceed with a seasonal stacker for Easter.

Concept Development



Concept Development



Production Image



In-store Imagery



K Mart White Plains



S&S Franklin Square



Target Westbury

In-store Imagery



New York

Insights



Founded in 1987 in Seattle, Washington, Talking Rain Beverage Company is an industry leader when it comes to creating and promoting brands using innovative ingredients and ideas.

Their innovative thinking carries over into the Sparkling Ice® beverage line, as they continue to devote extensive time in research and development to perfect the brand experience. Bold taste and bold refreshment, have made Sparkling Ice flavored water one of the fastest-growing non-alcoholic beverages in the country, and they were recently honored as Beverage World's Liquid Refreshment Company of the Year.

Not known as a typical beverage selling holiday, Easter is quickly becoming a great merchandising/sales event for the food and beverage industry. Additionally, water sales are on the rise while the soft drink industry continues a trend of declining sales.

Solution/Details

A four sided pre-assembled corrugate solution was developed for the upcoming Easter season. This unique product island creates a great destination for impulse sales and a huge opportunity for incremental lift vs. product sold on shelves. The displays height was purposely maximized to dominate the retail space.

- Approx. size: 30" x 30" x 86"H
- High capacity design
- Utilization of iconic bunny imagery for immediate association w/ the Easter Holiday
- Digitally printed
- 360 degree shopped
- Structure requires minimal assembly, ensuring a successful in-store execution
- Production qty: 60