



Purina Petcare
Ammonia Blocker
1/2 & 1/4 Pallet
Merchandisers

Objective

Create a $\frac{1}{4}$ and $\frac{1}{2}$ pallet solution for Purina Petcare's launch of Ammonia Blocker Cat Litter. Purina was looking for an engaging design that included dimensionality and possible interactivity. Main challenge was to visually/quickly communicate the “protective nature” of this odor blocking product.

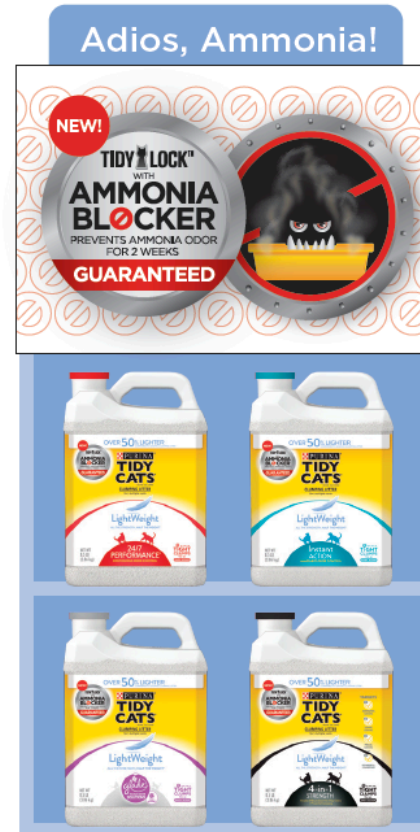
Historical Information



Production imagery of Tidy Cats “Lift Test” merchandiser. Based on the overwhelming success of this campaign, Purina Petcare asked Great Northern Instore to develop a solution for its 2017 launch of Ammonia Blocker Litter Product

Customer Input

Inspirational “thought starters”
provided by Purina.



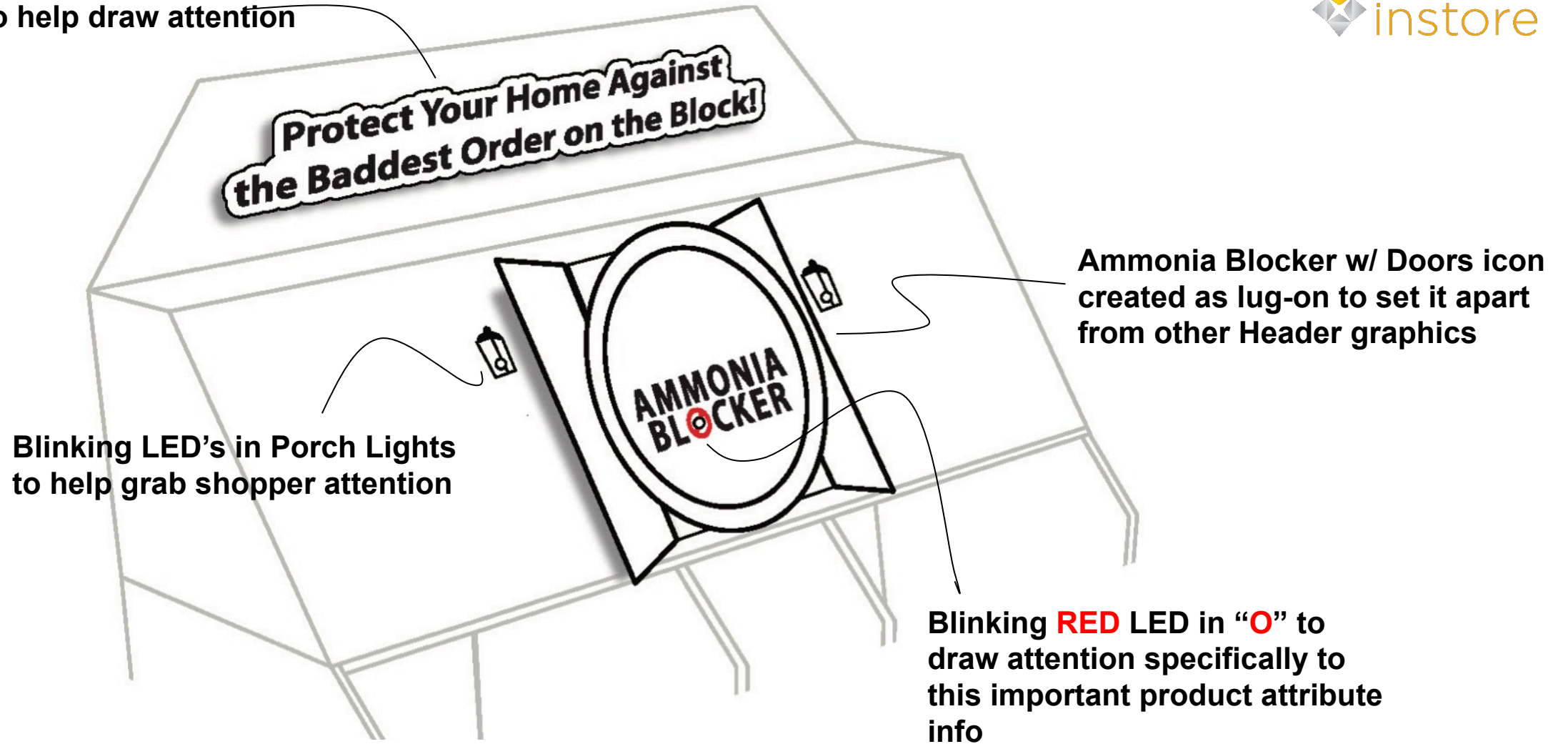
Concept Development



Brand initially “loved” the house exterior.

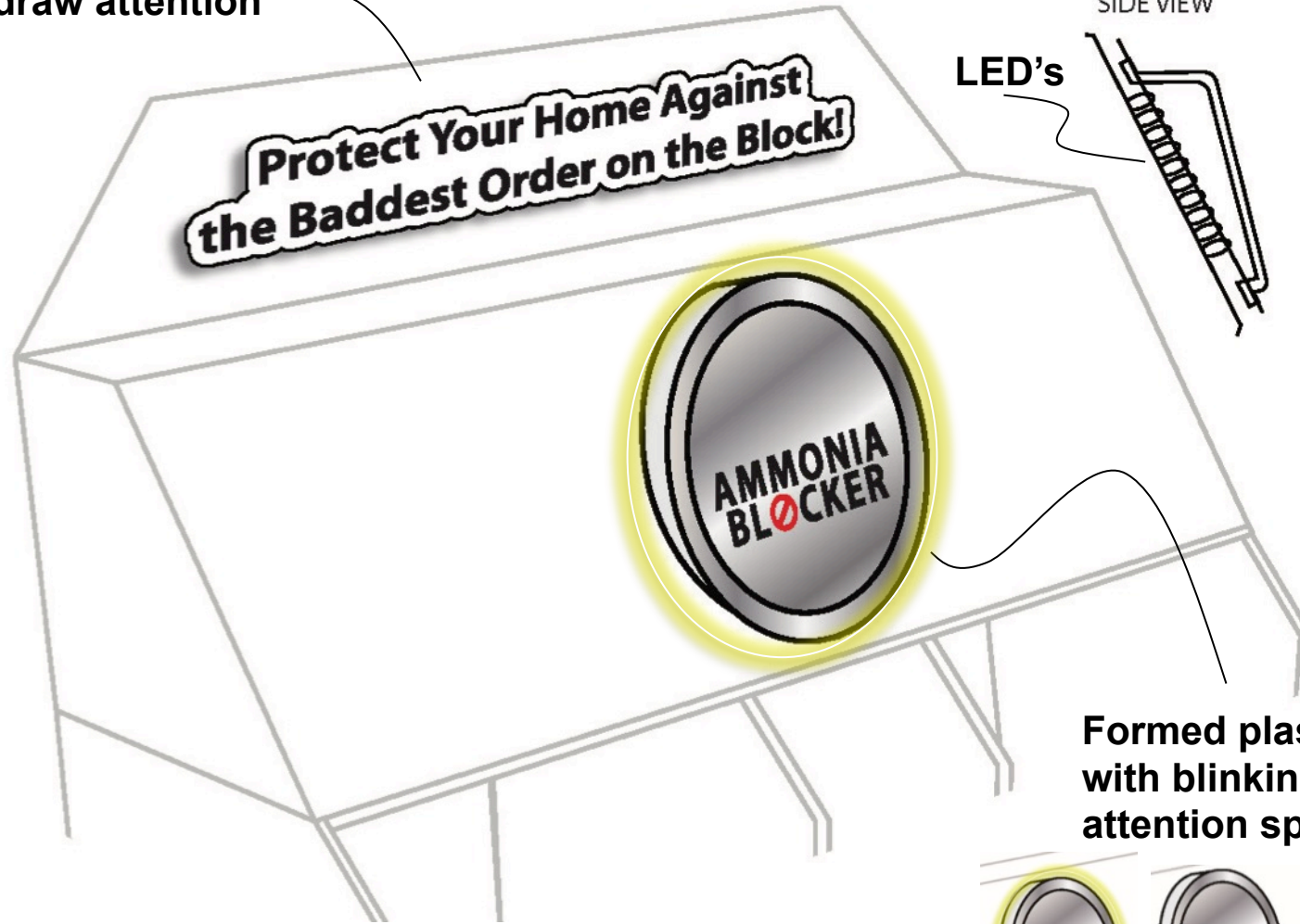
Concept A – option 1

Call To Action copy created as lug-on to help draw attention



Concept A – option 2

Call To Action copy created as lug-on to help draw attention



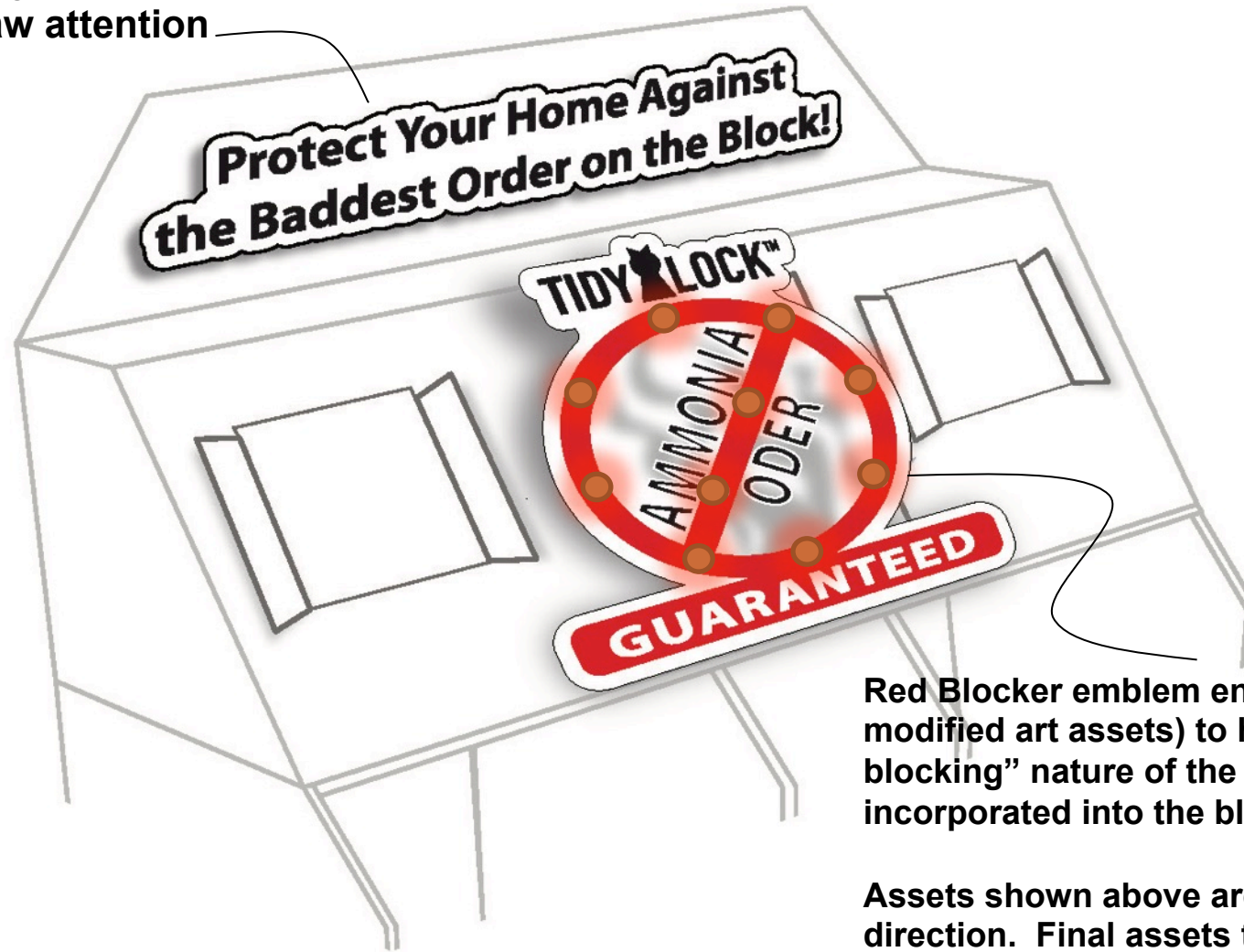
Side view of Ammonia Blocker icon shows the dimensionality of the formed plastic

Formed plastic Ammonia Blocker icon with blinking back lighting to help draw attention specifically to this information



Concept A – option 3

Call To Action copy created as lug-on to help draw attention

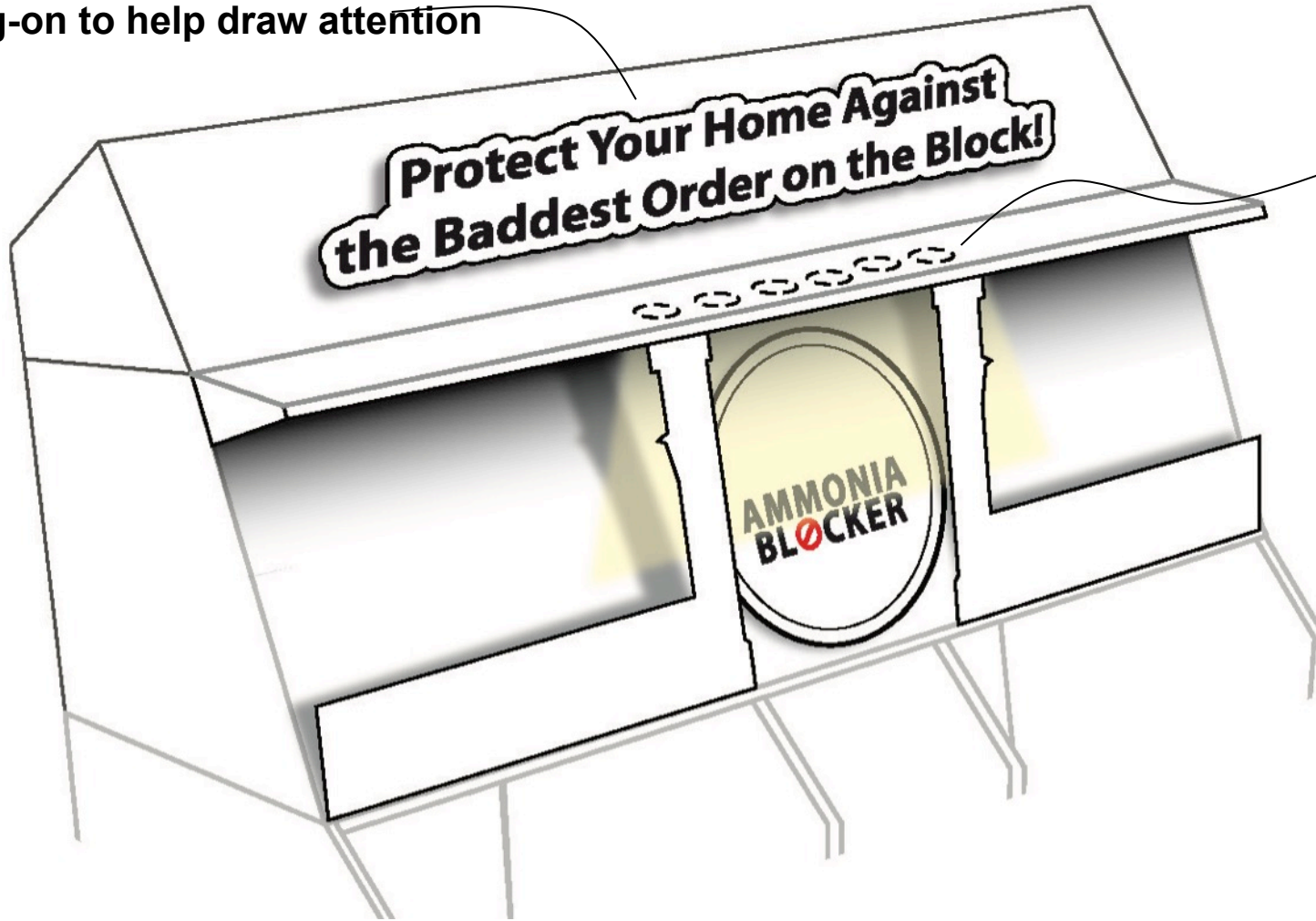


Red Blocker emblem enlarged & created as lug-on (with modified art assets) to help emphasize the “ammonia blocking” nature of the product. Blinking **RED** LED’s incorporated into the blocker emblem to draw attention

Assets shown above are basic to show general concept direction. Final assets to be provided by Purina.

Concept A – option 4

Call To Action copy created as lug-on to help draw attention



Blinking LED's down light the Ammonia Blocker icon

Create front porch assets as dimensional elements. In combination with the down lighting LED's, it helps support the "**protect your home**" theme (security light effect)

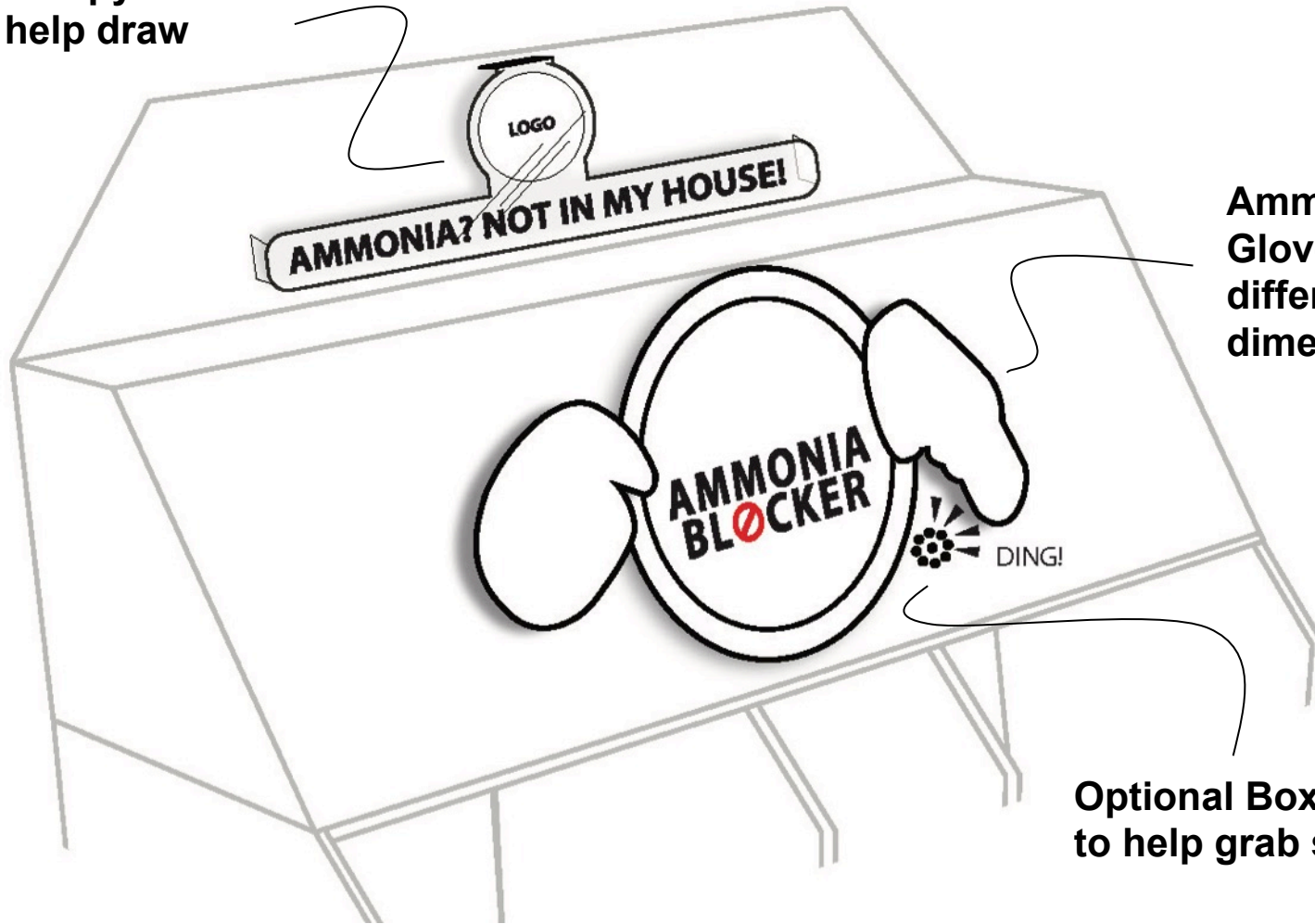


Concept B



Concept B – option 1

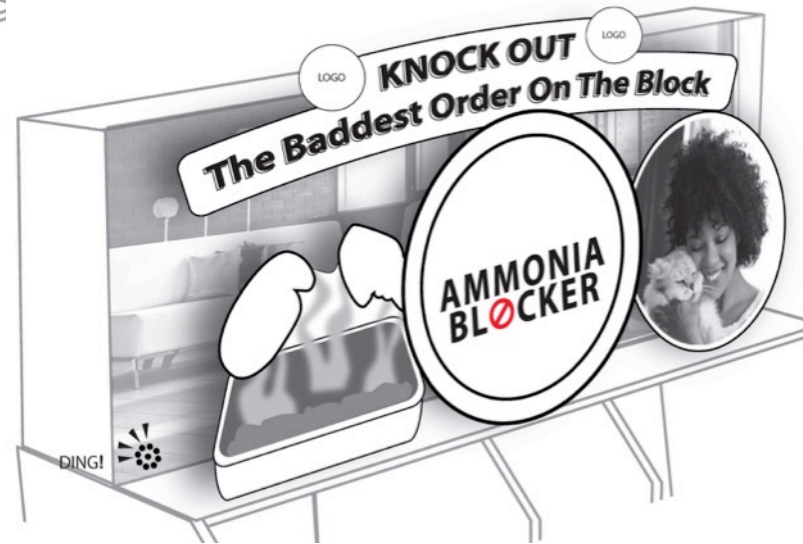
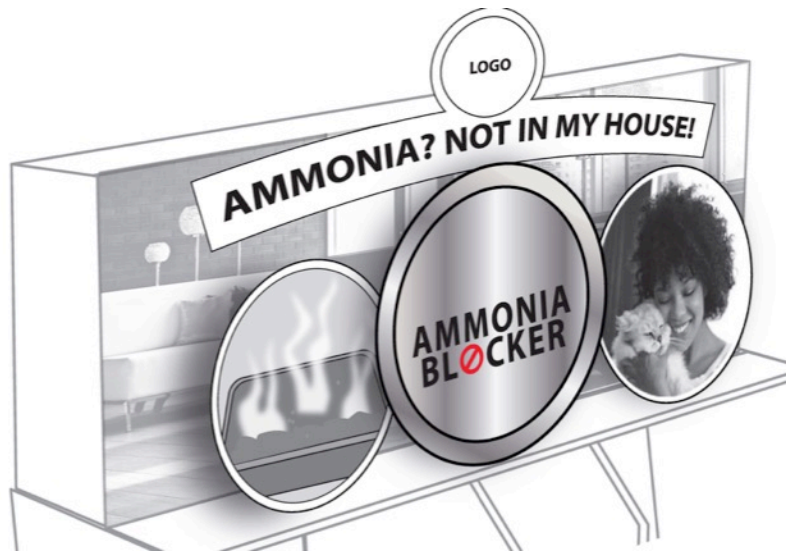
Call To Action copy created
as lug-on to help draw
attention



Ammonia Blocker icon & Boxing
Gloves created as lug-ons. Set on
different planes to create
dimensional effect

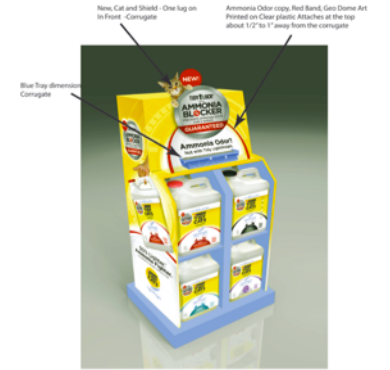
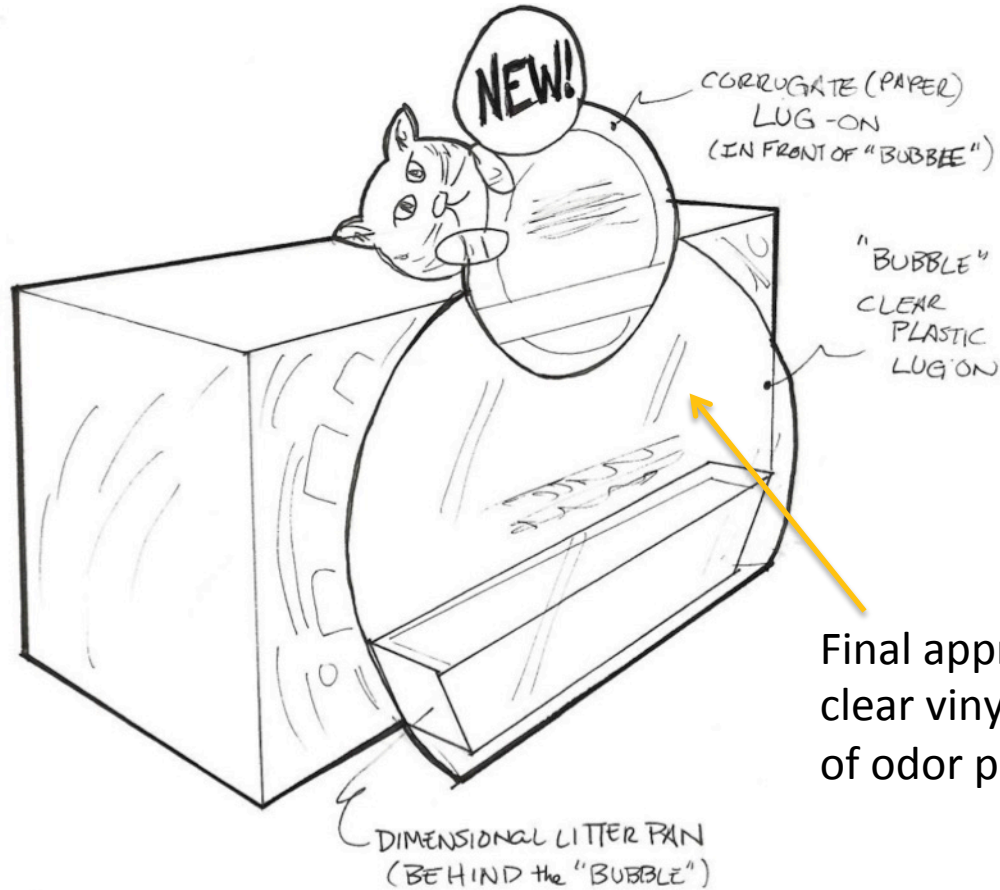
Optional Boxing Ring bell sound
to help grab shopper attention

Concept Development



“Change of direction” included home interior aesthetic

Concept Development



Final approved approach included a printed clear vinyl panel that reinforced the "dome of odor protection" over litter boxes.



“White Sample” Development



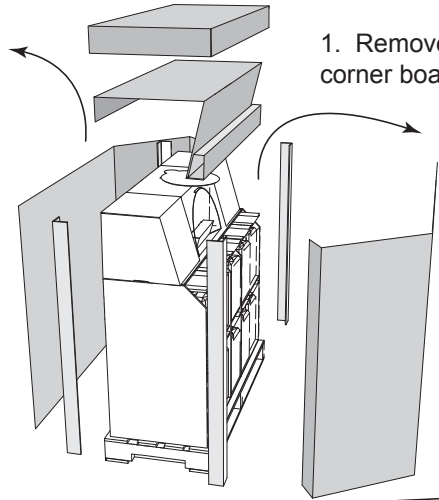
Vinyl Panel

Dimensional
litter Box

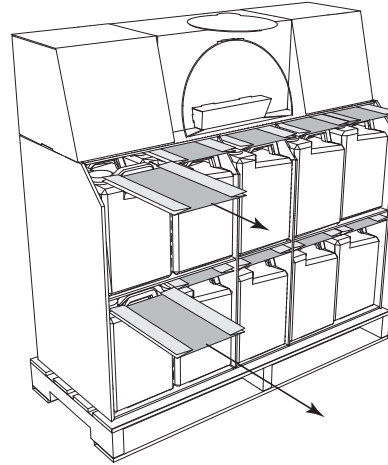
Solution

Production Imagery

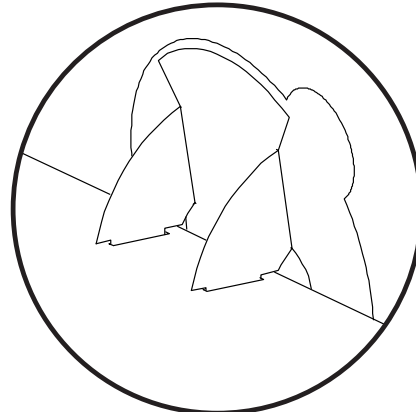
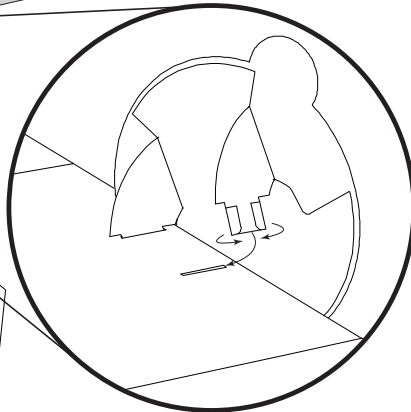
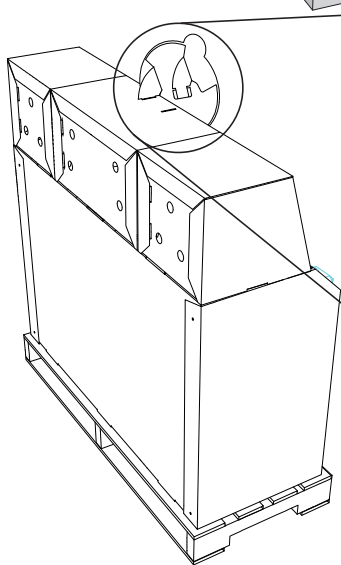




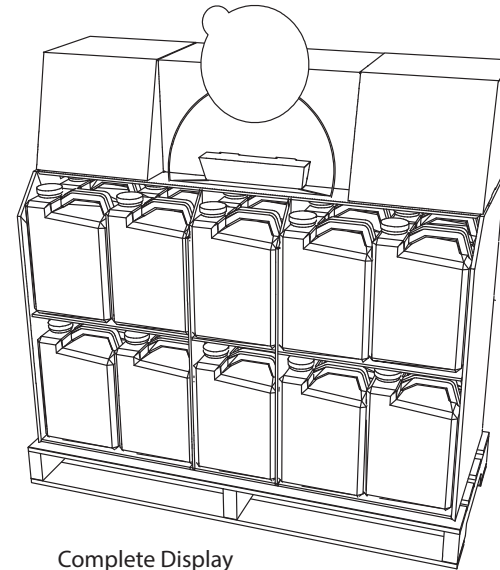
1. Remove all outer packing material and the 4 corner boards and recycle the material.



2. Place the Half Pallet Display in the desired location for merchandising then remove the 10 Packing Sheets from above the product and recycle them.



3. Position the Ammonia Blocker Circle panel as shown, (**Note: one leg will be attached**) fold out the unattached leg on back as shown. Fold over the 2 small tabs and insert the locking tab into the slot, allow the small tabs to open up inside the slot to lock the Circle Panel in position as shown.



Complete Display

PN 96923

Half Pallet

Slide shows removal of shipping packaging/ fillers and simple execution of header.

1. Remove all outer packing material and recycle the material.

2. Place the Quarter Pallet Display in the desired location for merchandising then remove the 4 Packing Sheets from above the product and recycle them.

3. Position the Ammonia Blocker Circle panel as shown, (**Note: one leg will be attached**) fold out the unattached leg on back as shown. Fold over the 2 small tabs and insert the locking tab into the slot, allow the small tabs to open up inside the slot to lock the Circle Panel in position as shown.

Complete Display

PN 96932

Quarter Pallet
Slide shows removal of shipping packaging/ fillers and simple execution of header.

Solution/Details

These merchandisers create a powerful in-store presence through the use of concise/focused graphics and color. Displays were specifically designed for national account placement. The Ammonia Blocker silver graphic, the printed clear vinyl shield and dimensional litter box were centrally located for maximum exposure and consumer focus.

- Both merchandisers utilize a common center structure/graphic elements to minimize cost.
- ½ pallet: 47”W x 48”H x 18”D & ¼ pallet: 21”W x 48”H x 18”D
- Litho mounted bin structure and upper components for maximum visual impact.
- Internal shelf structure is flexo printed one color.
- Offset printed second surface clear vinyl “dome graphic” panel.
- Main display structures ship assembled/loaded w/ product (top disk is installed at retail), easing in-store execution.
- Steel tubes are utilized under top shelves and header structure for structural support.
- Components were specifically designed to meet budgetary and lifespan requirements.
- Production Qty: 10,000 quarter pallets & 400 half pallets

Insights

What is the compelling message: The word “*Guaranteed*” is placed front and center to reinforce the brand’s Ammonia Blocking message while side graphics remind consumers of its lightweight nature.

Yellow was specifically chosen for the top and side structures, as it is the most visible color in the spectrum (actually, the human eye processes this color first). It’s the color that captures our attention more than any other color! It’s also represents happiness, optimism, creativity and enlightenment.

This display is a classic example of “less is more”...display graphics were purposely minimized for maximum impact and to place all focus onto the product!

Purina continues to be a category leader in litter sales and development. This product is the next generation of their highly successful “Lightweight” litter launched in 2013.