



GREAT NORTHERN
instore

Objectives

- To create a stacker display in a 4 x 1 stacker configuration, but can be converted to a 2 x 2 stacker.
- The header must be foldable, and 2 sided, allowing for graphics to be unique for all configurations
- To create a versatile addition to our current portfolio of displays for this marketing savvy customer.

Our Current 1 x 2 Stacker



Initial Concept Development



Initial structure/graphic concept

Production – Tea/Lemonade FS

This slide shows actual production/rendering configurations of the display.



1 x 4 configuration



2 x 2 configuration



What is the compelling message? The message is simple - Brand Consistency! Whether as a Case Stacker, Skinny Tower, Mixed Product Hutch, or a large format Case Stacker Train, the unique family of Bai products can be merchandised in any store format. With a per/bottle selling price in excess of \$2.00, Bai needed to create compelling messaging so as to elevate themselves above the traditional Coke or Pepsi lines of competing products that sell sometimes at 1/2 the price overall. All of the Bai lines of products emphasize explosive taste with only 5 calories.

How do the displays command attention? The upscale, crisp and clean 100% litho graphics (even in flood/ reversed out copy) speak directly to the premium aspects of this product line. The consumer can almost feel the condensation on the cans/ bottles, which leads to an impulse buy because the consumer longs to experience the unique attributes of this product.

Results: Bai dedicated DSD route sales reports show more displays assembled in a shorter period of time than previous programs, with product being sold through in less than forecasted timeframes. Because of the versatility overall of the displays, Bai can react immediately to retailer specific programs.

Now 5 Displays with Limitless Product/ Retail Options

