



GREAT NORTHERN  
**instore**

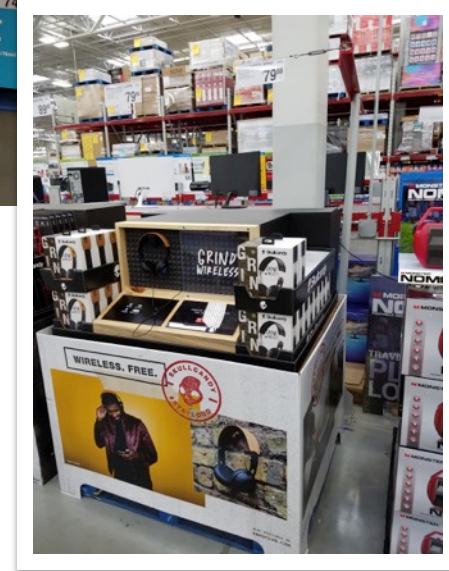
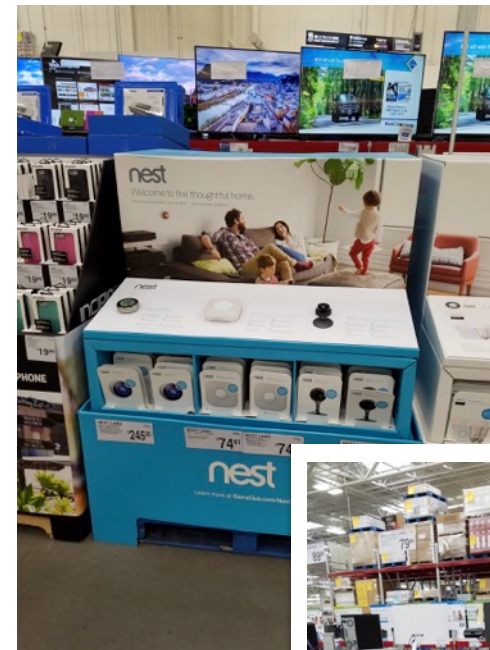
## Square - Sam's Club Pallet Display

# Objective

Create a semi-perm pallet in-store activation for Sam's Club that would showcase/promote the sale of Square (bundle of Square Reader/Square iPad Stand and Square Phone Scanner). Actual products would be merchandised on this unit. A key visual requirement of the structure/graphics was to communicate the mobile and flexible nature of this technology.

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# Store Audit





# Concept Development



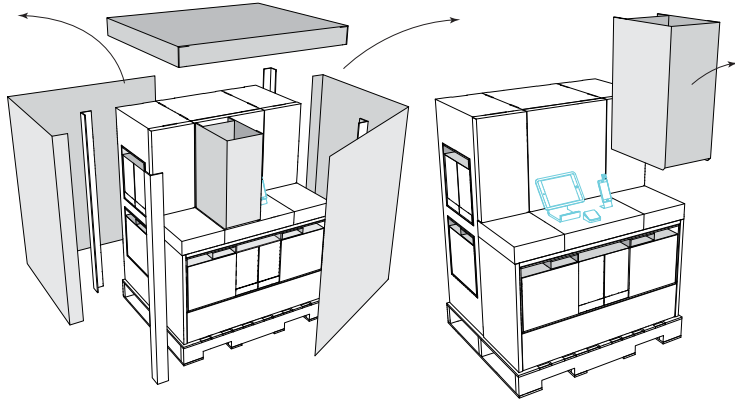
Customer preferred a counter like  
aesthetic for product demo platform.

# Concept Development

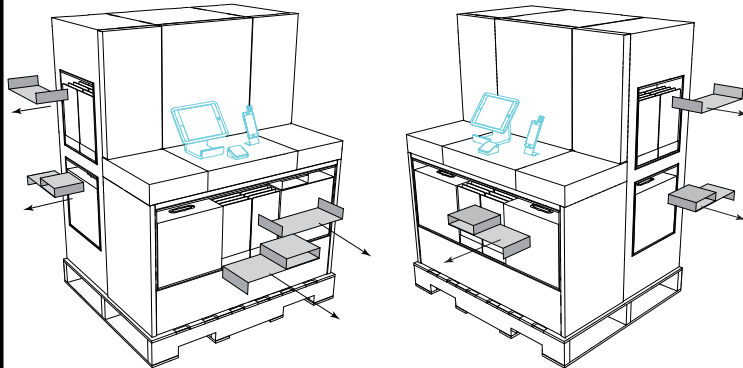


# Solution

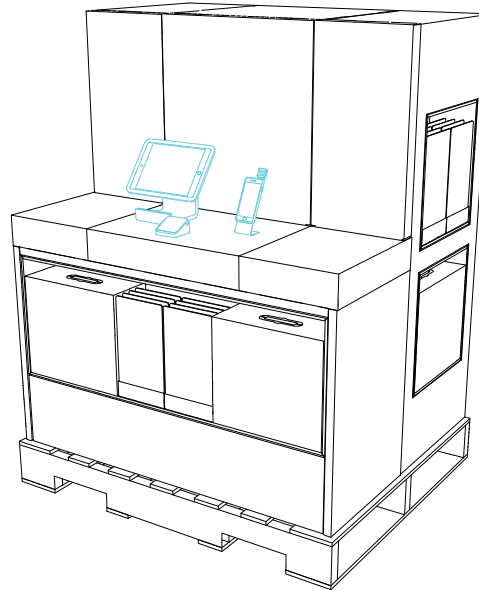
## Square - Sam's Club Display with Card Reader Blister Cards Set-up Instructions



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



2. Remove all internal packing material above product and recycle the material.



Complete Display





# Solution

Production Imagery



# Solution/Details

This merchandiser created a dramatic in-store presence through the use of concise/focused graphics and structure. Display was specifically designed for Sam's Club (meeting club store display requirements). The product platform was a 3D extension of the blurred coffee house interior and visually reinforced the counter aesthetic. Furthermore, this platform engaged the shopper to “touch and feel” products.

- 48"W x 54'H x 40"D
- Litho mounted corrugate components.
- Vinyl clad MDF deck (actual products are mounted to this surface) w/ screen printed graphics.
- Three side shopped configuration.
- Deck mounted dummy products w/ graphic inserts on iPad and phone units (to simulate live product).
- Entire system executes in minutes due its pre-assembled nature.
- Brightly colored product cells highlight packaging.
- Production Qty: 650



# Insights

**What is the compelling message:** The call to action *“Take payments at the counter or on the go”* is prominently located on the back wall of the counter. The display graphics and counter like structure visually reinforce this messaging while inviting shoppers to interface with products. Additional product information is located on the front and side edges of the counter.

White was specifically chosen for the structure, as it exudes the characteristics of cleanliness, simplicity and ease. It also provides a stark contrast to the deep tonal values of the counter and back wall structures, while placing all focus on Square’s (white) products.

*Display structure is elegantly simple in form, placing all emphasis on demo products. White product packaging contrasts with the inviting orange color utilized on the display cell walls (orange represents energy and action).*

Square is the category leader in mobile scanning. It is an easy-to-use credit card processing system and most feature-rich free Point of Sale system on the market today.