

Merchandising Maximized

Jell-O

Request:

Kraft was seeking a JELL-O standup display to supplant its traditional dump bins and provide more organization. The display had to accommodate two different product sizes, provide consumer access from multiple sides and cross-promote Easter-themed egg-mold giveaways and tearpads.

Response:

- Shelved display organizes products; 12 or 20 cases
- Design holds six-ounce and three-ounce cartons
- Product displayed on three sides, easily accessible for consumers
- Sharp angles, high-impact graphics attract customer traffic
- Front graphics panel opens to provide storage
- Durable design with metal support bars extends life, eases stocking

Results:

The success of this display caused Kraft to adapt it to other promotions. At retail, its ease of setup and durability has increased placement and sell-through. In recognition of its success with consumers and retailers alike, the JELL-O display was a “Design of the Times” winner.



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