

Merchandising Maximized

Del Monte Pet Products

Challenge:

Del Monte sought an attention-getting pallet-type floor display to merchandise their new Chewlotta Pet Snack products. The finished displays had to meet the specifications of mass marketers and still be attractive to consumers.

Response:

- Finished display 4-side shoppable for easy consumer access
- Tray design provides easy access to products
- Bright multicolor graphics grab attention in the aisle
- Pallet-style display easily manageable for retailers
- Unique design with optional header gives added flexibility in different retail channels.

Results:

The Chewlotta tray is highly popular with consumers resulted in increased product sales. The success of this display encouraged Del Monte to use the tray-style display for other promotions. At retail, its ease of setup is popular with merchandisers and its high visibility and ease of access make it a success with shoppers.



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