

Merchandising Maximized

Nabisco

Challenge:

Nabisco came to Temple-Inland with a need to generate volume for their products using theatre lobby and in-store displays using *The Polar Express* film theme as the basis for the design. We designed an old-fashioned steam engine display that is viewable and shopable from four sides, based on the Polar Express train. The modular design provided several various configuration options for setup to increase its utility in different retail environments.

Nabisco also needed coordinated fulfillment and logistics efforts to assemble components, collate materials and route the displays to retail outlets and theatre chains nationwide. Because of the seasonal nature of the project (and its tie-in with the Polar Express film), meeting deadlines was critical.

Response:

- Display is shopable from all four sides
- Modular design allows stores to configure the display into smaller footprints where space is a premium.
- High impact design worked in variety of settings, including theatre lobbies
- Each display had 41 separate components that required converting (printing, die-cutting, gluing, stitching, labeling, etc.)
- Finished pieces were collated into master packs and staged for shipment.
- Temple-Inland Display and Packaging coordinated distribution and delivery of the finished Polar Express master packs to supermarkets, club stores and movie theatres.

Results:

Through planning, coordination and efficiency in design, assembly and staging, the highly complex Polar Express display master packs were completed one week ahead of schedule. The result was a highly successful promotion that was deemed "...the best holiday display execution ever" by sales and retail sources. Placement rate was 94% of all displays produced and shipped.

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