

Merchandising Maximized

Swedish Match



Challenge:

Swedish Match, a producer of tobacco products, wanted a freestanding floor display for a special promotion – a free multi-tool with purchase and sweepstakes forms for a chance to win a \$10,000 workshop. The display needed to be relatively compact in size to enhance opportunities in convenience store placement and other retail settings; it also needed to integrate well with the product package.

Response:

- Bright, multicolor full litho-label graphics add impact
- Small footprint design for flexible convenience store placement
- Simple, durable for longer floor life, low cost
- Easy consumer access
- The litho header provides easy access to the “Sweepstakes Coupons”

Results:

The finished display was a huge hit at retail, creating big impact with a small footprint that was popular in a wide variety of retail environments. The success of the tool promotion has encouraged the customer to use the same basic design for other promotions as well.

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