

Point-of-Purchase

INDIA'S ONLY MAGAZINE ON SHOPPER MARKETING

www.vjmediaworks.com

info@vjmediaworks.com

Rs. 100

Volume: 10

Issue: 7

February 2015



WHAT'S NEW IN IN-STORE BRANDING – EMERGING TRENDS



Heinz Goes Natural Inside MT Outlets

To enhance and reinforce the USP, Heinz took up a 3 level communication plan in many modern trade outlets.



Dummy Tomatoes: Fibre glass / HD thermocol

Basket: Rubberwood

Label frame: Rubberwood

Shelving: Rubberwood

Graphics: Sunboard printing

Self-adhesive shelf strip for SEL and shelf talker.

Darshita further explains, "The idea of 100% Natural was extracted from the established Heinz USP. This idea had immense potential to enhance, reinforce and expand the brand presence for Heinz Ketchup. Thus, we visualised Tomatoes cascading from the Heinz bottle.

Using our multi-disciplinary design competencies, we have used graphic visualisation and merged it with interesting forms and with a decade of retail experience created this fixture to become a successful part of a holistic brand presentation. The display speaks for itself -- "what you see is what you get". The brand story is told through creative and imaginative presentation of the cascading tomatoes. We have targeted to design an eye-catching brand and product presentation that is characterised by great attention to detail and aesthetics, wherein the brand, product and target group come together, and a unique experience is created." ■

Nabamita Chatterjee

Heinz, the popular tomato ketchup brand, recently rolled out this interesting display targeting the urban Indian family and it has been designed by Darshita Thaker, Founder & Design Director of KREO Design & Innovation, for modern trade outlets.

On the objective of the innovation, Thaker explains that Heinz wanted to focus on brand visibility within modern Indian trade outlets to establish their brand in the urban market. They wanted to achieve this with a specially designed FSU which showcases their different bottle sizes and variants. Thus, considering today's retail competition, Heinz needed to capture the attention of the customer and achieve top-of-the-mind recall. "The primary purpose of this activity was to establish Heinz Tomato Ketchup's product focus areas by highlighting that Heinz is the only tomato ketchup that is devoid of artificial preservatives, colours, flavours and

emulsifiers. Only the juiciest and fresh tomatoes make it into Heinz ketchup bottles. 100% Natural – that has been on their bottles since their inception," says Thaker.

Heinz took up a 3 level communication plan in many modern trade outlets like Big Bazaar, Hypercity and such stores across Mumbai and Delhi. The specifications were:

- Aisle visibility POS space: 2' x 2'
- Independent visibility POS space: 4' x 4'
- Spectacular POS space: 6' x 6'
- End cap dressing

The materials used for the fabrication were:

Heinz Bottle : Acrylic sheet bending / framing