



## POP Displays and CVS Win GOLD in Drug Store Merchandising

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CVS won a Gold OMA (Outstanding Merchandising Award) for its Top of Checkout Rack, designed and produced by POP Displays, at the POPAI (Point of Purchase Advertising Institute) Global Shop Show on March 8 in Las Vegas .

The project began when CVS senior management, as they were leaving stores, observed that the wire checkout rack, which was the final touchpoint for customers, did not communicate a quality image. They partnered with POP Displays to develop a new unit that would create a positive, lasting impression while it also increased selling space.

### **Attention to Detail**

"Every aspect was examined, challenged and improved", observed Rob Gray, VP Account Manager at POP Displays.

The metal structure with plastic trays created a clean design for a more attractive and upscale appearance compared to wire racks.

Magazines are critical to sales and the unit adjusts to hold different size periodicals as if it was a custom unit. Magazines sit at an ergonomic angle for viewing, with design elements preventing them from slouching. Covers have 80-100% visibility

Sales were maximized with a swing gate providing additional merchandising space. During the day, over 50% of registers may be closed, so this is a significant increase in selling space, especially given the impulse nature of front end sales. The gate serves double duty as it also communicates to customers when a register position is closed.

Flexibility to nimbly respond to changing planograms was critical. With interchangeable trays, the entire rack can hold magazines or a mix of magazines and impulse products. Over 100 slots allow trays and peg hook positions to be seamlessly customized.

Operationally, the unit works in all stores, despite different size registers. It is ambidextrous and stands 23" tall, for an unobstructed sight line between the sales clerk and the customer. Store personnel simply remove it from the shipping carton and snap in the trays, peg hooks, swing arm and then fill it with product for their planogram.



## Results

Scott Stephens, Supplier Relationship Manager at CVS stated, "We reversed declining sales within the first week. And we continue to see front end sales grow each week."

Hundreds of units were entered into the OMA competition. Judging is rigorous and examines how well each display delivers against the brand, retail and consumer objectives. Special emphasis is given to sales results.