



POP Displays Wins Three Merchandising Awards

31 March 2010

POP Displays USA won three Outstanding Merchandising Awards (OMAs) for Jarden Consumer Solutions Margaritaville, Groupe Marcelle Skin Care and Cosmetic Illuminated Wall and Maybelline Vision Wall.

Margaritaville created an emotional, impulse purchase

A Silver OMA was awarded for the Margaritaville display. Jarden Consumer Solutions needed a merchandising solution that would communicate the lifestyle benefits of the new, premium Margaritaville Tailgating Grill and cordless Frozen Concoction Maker to tailgaters, campers and outdoor enthusiasts, create an impulsive emotional sale and be sufficiently durable for its heavy-weight items in Costco.

It was critical to merchandise both products out of the box, especially the grill. Seeing the products as they would be used creates the desire to be “that person” enjoying the outdoor lifestyle and entertainment experience and results in an emotional sale. This solution communicates the brand personality and a fun lifestyle. A durable steel welded structure bolted to a custom-designed wood pallet was engineered to hold the weight of an actual 75 lb grill and cordless blender. The roof of the hut creates dimensional interest by using recycled, shredded corrugate that is also environmentally friendly.

Cosmetic Walls were also winners

POP Displays and Groupe Marcelle won a Bronze OMA for the Marcelle Skin Care and Cosmetic Illuminated Wall. Marcelle needed to command attention, increase awareness, communicate brand positioning and increase shelf space while improving shoppability and being environmentally conscious in all areas from energy saving to recycling.

In the cluttered retail environment, the boutique styling, lit shelves and testers created excitement. Universal trays were cost effective and flexible in adapting to various pack sizes and locations on the wall. The wall is uniquely powered with a patent pending plug-and-play lighting connection that requires no wires to connect and no wire management. Sustainability was integral in the development with LEDs. Brand imagery is communicated and shoppers have a more enjoyable shopping experience with clear segmentation and brand information.

Bronze was also awarded to Maybelline New York. They needed to refresh and contemporize the Maybelline cosmetics wall, increase communication of benefits for Maybelline sub-brands and individual products and increase impact at retail.

In order to increase communication without losing selling space, Vision Wall uses smaller chrome-frame boxes to increase the quantity of communication and quality of



its overall appearance. With a smaller size, more communication points can be included to provide graphics or education, yet the wall does not look cluttered. Streamlining sizes also ensures a consistent, organized appearance, controls cost and simplifies retail planogram options. The signage package also uses 2" molded navigational signs to create simple guideposts that direct consumers to product categories.

Hundreds of units were entered into the OMA competition. Judging is rigorous by a panel that includes brand marketers, retailers and producer. They examine each display on design and engineering innovation, shopper engagement, retail experience and real-world results. POP Displays has won over 300 merchandising awards.