



## John Frieda Updates its Retail Presentation

20 May 2003

Diam International was asked to bring together the sub-brands under the John Frieda brand name with three separate categories easily distinguishable at retail in a retailer-friendly merchandiser.

In the highly cluttered hair care category, Diam created a high impact, upscale approach using graphics and copy to clearly delineate the three segments with a consistent look that communicates they are all part of the John Frieda brand. Brand imagery is reinforced and the trays enable John Frieda to carve out proprietary real estate on the shelf.

The bullnose is large enough to present easy to read product information that does not interfere with product visibility. The entire line is accommodated on just four trays, with elevations as needed to facilitate each product. Requiring no assembly and with planogram labeling built into the unit, it is well received at retail.