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IN STORE SOLUTIONS

PepsiCo Australia reaps the rewards of smart innovative design at POP Grain Waves Modular Display Unit

2008 POPAI Award Winner
SILVER Convenience & Route Stores (Permanent)



The 2008 POPAI award winning *Grain Waves Modular Display*, designed by **Creative Instore Solutions** for their client PepsiCo Australia, is a design success story. The results speak for themselves, as after initial tests, *Grain Waves* has hit record levels for repeat purchases for a new snack product, and the unit will be adopted as the template model for displays across all the PepsiCo flagship brands in Australia. Rolling out in January 2009, all *Smiths*, *Red Rock Deli*, *Doritos* and *Grain Waves* displays will adopt this universal design, with only the graphics and colours changing according to the product.

The unit's global appeal is based on its simple, cost effective solution that attracts record sales, wins awards, and enables PepsiCo Australia to dominate the snack food display sector. The unit provides a category management system that up scales the prominence of all products across the board, as it takes products away from the typical shelf aisles positioning.

Creative Instore Solutions designed this modular and flexible unit to fit all varying requirements across all consumer snack channels, by providing 7 different height options ranging from 600 to 1800mm, with flexible width options to support organic customer growth. The system can also be easily customised to suit varying merchandising options including gondola ends, free standing island displays with fridges with up to eight units fixed together, as well as a single format display option.

It also uses simple but significant add-on racks that merchandise other PepsiCo products such as the *Doritos* branded salsa and/or the *Nobby's Nuts* range, working as a silent sales person improving shopper basket profitability.

This flexible, modular design also meets the high standards of environmental accountability that **Creative Instore Solutions** strive for; components of the unit are made from recycled materials, which will again be recycled at the end their extended shelf life. **CIS** make every effort to design systems that will remain in the market for longer periods of time, which ultimately improves the CO₂ rating for the display through a reduction in materials and manufacturing needed to constantly upgrade or change the display

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every season. CIS has also designed the unit to be flat packed, reducing space needed in transport, which again reduces CO2 emissions, as well as transportation costs overall.

The pricing for the unit is comparable to units already on the market place, proving that a commitment to sustainability does not need to equate to increased prices.

The *Grain Waves Modular Display* designed by **Creative Instore Solutions** has pushed the boundaries for Point of Purchase design to new heights. Successfully surpassing all requirements from the client and retailers, it creates a template for the future of POP presentation.

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ABOUT CREATIVE INSTORE SOLUTIONS

Creative Instore Solutions began in 1995 in Australia as a small boutique powerhouse that blends creativity with structural engineering to conceive designs that sell. It's a winning combination that has enabled them to develop a blue chip client base. **Creative Instore Solutions** now have offices around the world in China, North America and Europe with a global network of design, manufacturing and logistics.

Creative Instore Solutions are internationally recognised as a highly innovative design organisation who is proactively customer focused and exceptionally efficient and effective at supplying point of sale (merchandising) solutions. Their team of creative experts conceive and execute concepts that hit the heartland of the brand and transcend cultural boundaries.

"One of the key cornerstones of our success is the team we have built around us. We have blue sky designers who work hand in hand with structural engineering designers and production planning teams. This combination ensures our clients are offered designs that not only move the brand closer to the emotional equity of the brand owner, but offer sustainable designs that can be manufactured cost effectively on small or large runs."

Steve Howell – Managing Director Creative Instore Solutions

Award winning work includes the *Twisties Big Mouth display* and the *Red Bull Refuel Bowser cooler unit*, as well as the *Smith's Fridge Topper counter display*, *Red Rock Deli Wine & Snack display*, *Chupa Chups counter unit*, *Grain Waves modular display*, *Sakata Barrel display*, *Cool Ridge ambient stand*, *Kahlua permanent unit*, *Microsoft Vista & Office launch display*, *PepsiCo Flat Pack Rack*, *Pernod Ricard Mini Wine counter*, *Nobby's Nuts counter unit*, *Panasonic batteries unit*, and the *Trebor 24/7 Permanent Rage*.

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