

creative

IN STORE SOLUTIONS

GOLD AND BRONZE AT 2009 AUSTRALIAN POPAI AWARDS

On Thursday 22nd October at the **2009 Australian/New Zealand POPAI Marketing at Retail Awards, Creative Instore Solutions** brought home a **Gold Indian** for their *Cadbury Sugar & Bar Display* and **Bronze Indian** for their *Kmart Snack Destination* display. This represented two awards out of three entries in total, excellent recognition for their ongoing commitment to innovative design solutions for point of purchase.

Creative Instore Solutions are renowned in the global marketplace for their successful designs, having consistently won Gold, Silver and Bronze Indians across categories, as well as the Display of the Year, at the US and Australian/New Zealand POPAI Awards in 2008 and 2009.

The annual POPAI Awards recognise the most innovative and effective marketing at retail displays that lift sales and engage shoppers. The gala ceremony held at the Darling Harbour Exhibition Centre in Sydney, saw CIS's innovative approach to point of purchase design recognised by their peers as well as marking major achievements for their clients PepsiCo Australia and Cadbury Schweppes Australia.

AWARD WINNING CAMPAIGNS



Cadbury Sugar & Bar Display
for Cadbury (Permanent)
- GOLD Convenience & Route Stores



Kmart Snack Destination Display
for PepsiCo Australia (Permanent)
- BRONZE Department Stores / Mass Merchants

The *Cadbury Sugar & Bar Display* won GOLD in the Convenience and Route Stores in the permanent category, in recognition of its versatility to be redressed seasonally to present two different hero products across summer and winter, attaining the highly sort after off-premise location and producing excellent sales results across the board.

The summer season has the popular Natural Confectionery Co. jelly products take prime positioning, changing over to the Cadbury chocolate range in winter. The same stand is given a branding makeover, however the flexibility of the unit allows all bar, block, shipper and hang-sell pack sizes in both brand ranges to be accommodated. The small footprint secured and retained the highly desirable 'front of store' location,

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and the high quality materials ensured brand equity was retained in-store withstanding the rigours of the high traffic areas for up to 3 years.

These well presented, functional & appealing units exceeded placement targets by 60% as all Sugar & Bar Displays were rolled out within 4 months, due to small foot print and flexibility of the system. Stores with the new display recorded a sales increase of Natural Jellies of 132% over the previous promotional period.

The Cadbury version is bringing lapsed consumers back to the long standing chocolate products due to their prominent off-premise location.

Taking home a Bronze Indian in the Department Store / Mass Market category for a permanent display, CIS's *Kmart Snack Destination* display successfully exceeded sales targets and delivered the highest weekly and period sales over its initial 4 months. The display came in response to Kmart reducing the amount of space allocated in-store to salty snacks, but offering an off-location display area providing it worked with in the retail environment, and drove shopper engagement rather than be brand focussed. The challenge for CIS was to create a unit that could hold all pack sizes, pack flat and of course engage the shopper.

Creative Instore Solutions are extremely excited to have been recognised by the **2009 POPAI Marketing at Retail Awards** as being experts in their field for producing effective and interesting POP designs that sell.

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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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