



A Well-Written and Concise SAMPLE ENTRY

An official event of the
PATH TO PURCHASE
INSTITUTE

Step 1 of 4: About Your Entry

Title of Entry: "Get Organized" Endcap Program

Products Promoted: TriplePod Extreme Telescoping Widgets

Client Company: Ryman Industries

Client Company City: Nashville

Client Company State: Tennessee

Client Company Contact Name: Lionel Urban

Co-entrant Company Name: Kidman Displays

Retail Channel (choose one from drop down menu – visit dot-awards.com/retail-channels-activations for a complete list.)
Mass Merchants

Activation Tactic (choose one from drop down menu – visit dot-awards.com/retail-channels-activations for a complete list.)
DISPLAYS/SIGNS: Endcap

Distribution (Store chains and regions, where applicable): Walmart stores, southeast

Production Run Quantity: 8000

Number of Stores: 8000

Date Introduced in the Field: Thursday, Sept. 22, 2017

Duration of Program: 12 Months

Unit Cost: \$151 - \$200

Did cost include product? No

Step 2 of 4: Strategy (essay answers are limited to 750 characters)

What was the objective of this activation? (Required)

1. To position Walmart as a destination for home organization products by driving traffic to a custom-designed endcap in stores via an extensive social media campaign. 2. To develop a three-sided endcap that helped Millennial shoppers and all of their home organization needs in one handy location. 3. To cross-merchandise our Widgets with complementary home organization products from other manufacturers and Walmart's private label products.

Describe the insights that were used to create this activation. (Required)

Our research showed that more than 60% of Millennial shoppers feel their homes are disorganized and cluttered, yet they really don't want to devote much time to solving the problem. Another 42% aren't even aware that modular organization systems exist. Yet nearly 95% of Millennials are heavy social media users. We devised a humorous "Get Organized" social media campaign to raise awareness of the product category and drive traffic to Walmart stores. We closed the sale with a fun, easy-to-shop endcap.

How did this entry “command attention”? What made this entry different or more noticeable in the retail environment? (Required)

Bright colors more reminiscent of toy endcaps and photos of Millennials using the products in home clearly conveyed that home organization doesn't have to be the chore their parents made them believe. The large “Get Organized” header linked the in-store display to the pre-store campaign.

How does this entry match up to the 4C's (Command attention, Connect w/shopper, Convey info and/or Close the sale) criteria? (Required)

Millennials like to have fun. By connecting via visual cues normally associated with building toys such as Lego blocks or Lincoln Logs, we instantly conveyed that these were fun products to use. Besides commanding attention in via the “Get Organized” header, we needed to stress the modularity of the products. Color-coded shelving labels grouped all related products together and made the task of assembling customized units seem almost fun, like building a Lego toy. The large “Get Organized” header provided a closing call to action while the bright colors and imagery made the products something very desirable – almost fashionable – as opposed to just a boring old home organization products.

What was the ROI? How was it measured? (Required)

Walmart set a goal to increase basket size and share of their home organization products by 4% over prior years. The social media campaign received more than 600,000 “Likes” on Facebook and generated an estimated 300,000 trips to Walmart stores. Meanwhile, the endcap was directly responsible for lifting category sales in Walmart by 5.5% over prior years.

Did the activation have any noteworthy sustainability aspects? (Optional)

We partnered with Acme Paper to create side supports that contain 100% recyclable materials, including 30% recycled content. More than 50% of the materials used to produce key framing elements were renewable wood or cellulosic fiber content sourced from responsibly managed forests.

Did the activation have any budget constraints that had to be overcome? (Optional)

We modified the design in several ways to lower packaging costs and by carefully staging the rollout, managed to reduce shipping costs by several percentage points.

Step 3 of 4: Dimensions and Setup Needs

Height (inches): 54 inches

Width (inches): 48 inches

Depth (inches): 42 inches

Weight (pounds): 200 pounds

Does your entry require 110V electricity? No

Hang from a gridwall? No

Table or countertop? No

Other setup needs?

Step 4 of 4: Submit Photos or Video

In-store Activations: When prompted, upload your photos. Maximum of three (3) photos per entry; High-resolution JPG files (minimum 800 x 600 pixels, maximum file size of 10 megabytes). Photos must show the entry as it appeared in the field and as it will be set up in the Design of the Times Gallery. No CAD drawings, photo manipulations, renderings or illustrations can be used in place of a photo. Photos will be viewed on a large monitor by judges during the first round of judging; high-quality images are required to enable the judges to get the best look at your entry. You can also include a video by entering the URL in the appropriate box.

Digital Activations: Submit a PDF file containing screen grab images of the relevant digital content as it originally appeared. Maximum file size is 100MB.