



SAMPLE ENTRY

Step 1: About Your Entry

Entry Title: “Get Organized” Campaign at Walmart

Products Promoted: Vandelay Paper Organizers

Client Company: Vandelay Industries

Client Company City: Nashville

Client Company State: Tennessee

Client Company Contact Name: George Costanza

Co-entrant Company Name: Kidman Displays

Award Category: (choose one from drop down menu – visit <https://dot-awards.com/award-categories> for a complete list.): Best Collaborative Program

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: 1,800

Number of Stores: 1,800

Date Introduced in the Field: Aug. 15, 2019

Duration of Program: 4 Months



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Step 2: Strategy (All essay questions are required fields and limited to 100 words)

1. What was the objective of this entry? (Whenever possible, explain how the objectives align with the Awards Categories that you identified above.)

Best Collaborative Program: 1. Position Walmart as a destination for home organization products by providing an exclusive endcap and corresponding social media campaign showcasing Vandelay's full portfolio of organization products for school and business needs. To develop a three-sided endcap that would help Millennial shoppers easily find all their needs in one location. 3. To create messaging that would help Millennial shoppers understand that Vandelay's environmentally safe products are made from 100% recycled material and durable enough to last for years. 4. To increase year-over-year sales growth of 5% during the back-to-school and holidays shopping seasons.

2. Execution of Entry: Tell us how the entry was developed and brought to market.

Our research showed that more than 60% of Millennial shoppers feel disorganized in their school and business activities, but feel that buying products like folders and binders will only worsen the problem while contributing more waste to the environment. In addition, 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, explain the positive environmental impact of Vandelay's products, and drive traffic to Walmart stores. We closed the sale with a fun, easy-to-shop endcap that further explained the brand's impact on the environment.

3. What were the results of the program? Please provide sales growth and/or quantifiable results as much as possible.

Bright colors more reminiscent of toy endcaps and photos of Millennials using the products at school and in the workplace clearly conveyed the positive impact of the products in their lives; Diagrams and photos of Vandelay's recycling process clearly explained the positive impact the products have on the environment. The large "Get Organized" header linked the in-store display to the pre-store campaign and established the endcap as a destination from across the store.

4. How does this entry match up to the 4C's (Command attention, Connect with shoppers, Convey information and/or Close the sale) criteria?

The large "Get Organized" header and bright colors made the display stand out from across the store. The lifestyle photos and humorous copy brought the product benefits to life in an engaging way. Graphics and copy explaining Vandelay's use of sturdy, recycled materials appealed the shopper's desire to help the environment. All of these elements worked together to help shoppers get past any potential purchase barriers and buy the products.



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Step 3: 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? No

Step 4: Submit Photos/Video & Submit Payment

You may upload photos, video or a pdf of of your entry below. A maximum of five (5) photos per entry; High resolution JPG files (minimum 800 x 600 pixels, maximum file size of 10 megabytes). All submissions must show the entry as it appeared in the field and as it will be set up in the Design of the Times Gallery.

If you are submitting a digital entry, we recommend you provide a link to a video showing the activation. The video should not be longer than 1 minute.

Your entry images or videos should not have your company name and or logo. No CAD drawings, photo manipulations, renderings or illustrations can be used in place of a photo. 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)

Once you have entered and reviewed all of the entries in your cart, submit payment via credit card. A receipt will be emailed to the email address listed in your profile.