

Blog Post – October 18

Enabling CPG brands and retailers build better relationships with shoppers

Earlier this month Insignia Systems exhibited at the leading shopper marketing expo in the world – P2Px (Path To Purchase Expo). Organized by The Path to Purchase Institute, the show is attended by CPG Brands, Retailers, Shopper Marketing Agencies and Solution Providers and is focused on the ever-evolving path-to-purchase landscape.



Insignia rolled out and showcased an expanded suite of in-store and digital marketing solutions and products that help CPG brands and retailers better connect and build relationships with shoppers to drive loyalty and sales. Insignia now offers the following solutions at some of the top retailers like Target, Walmart and Albertsons for CPG brands such as Nestle, General Mills, P&G, Unilever Kraft and more:

- In-Store Signage Solutions
- Digital Solutions
- Merchandising Solutions
- Promotion Solutions
- Print Solutions

“We not only made new contacts but also developed deeper relationships with existing clients and partners in formal and informal gatherings”, said Kristine Glancy, CEO Insignia Systems. “Attending and

exhibiting at P2Px this year was a major milestone since our transformation began almost 3 years ago”, she added.

Over the last 28 years, Insignia has predominantly been providing at-shelf signage products that allow brands to advertise relevant brand messaging and pricing information at the point where the shopper is most receptive to purchasing products – at the grocery store shelf. However, since 70%+ of purchase decisions are made at the shelf and in the store, Insignia’s expanded product portfolio allows it to extend to other parts of the store as media and impulse purchase vehicles for brands.

“We identified opportunities and developed these products keeping our customers and partners in mind. There’s been a demand for these types of solutions and products from clients and we found these to be a natural fit with our core capabilities, processes and technologies”, said James Illingworth, Sr. VP, Marketing and Business Development.

“Two years ago, we announced our focus on investing in both our existing core products and continuing efforts to identify and evaluate other solutions that could complement our portfolio. We are excited to launch these new solutions as part of that vision”, said Kristine Glancy, CEO.

To learn more about these new solutions, how you can partner with Insignia and the value Insignia brings to CPG Brands, Retailers and Agencies, visit insigniasystems.com