



MERCHANDISING

CASE STUDY: New Brand Launch

How Insignia helped an oral care brand move beyond e-commerce by bringing their unique story to life at a physical shelf.

THE CLIENT

Quip, a Direct to Consumer (DTC) oral care brand

THE SITUATION

Quip, a DTC brand initially only sold online, was looking to introduce their brand in a major way with an exclusive partnership with a National Mass Retailer. Faced with a limited marketing budget, Quip was looking to build a strategy to tell their unique story and brand benefits to active shoppers at the shelf. To accomplish this, they sought a partner who understands how to leverage the store as a media vehicle in order to build brand equity, drive trial, and execute all aspects of the program from concept to in-store installation to post-program analytics.

THE STRATEGY

Insignia collaborated with Quip and the Mass Retailer to help design, develop and execute a best-in-class endcap display positioning them to surpass their goals. Here's how Insignia did it:

1. Insignia partnered with the brand to understand their objectives.
2. Leveraged deep internal expertise of this Mass Retailer to translate brand objectives into a strategic solution that fit within the retailer's guidelines.
3. Produced and set in-store eye-catching creative that told the brand's story, captured attention, and drove trial among active shoppers.

ANALYTICS THE RESULTS

The Mass Retailer reports that sales from Quip have exceeded their expectations and drove growth for the entire category.

The Insignia executed endcap delivered:



Over **57 million** brand impressions with shoppers



Set with **90+%** program installation compliance



Category and Brand Sales exceeded expectations

IN-STORE SIGNAGE

MERCHANDISING

PROMOTION

DIGITAL

ANALYTICS

**MERCHANDISING
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