

CREATIVE'S Top Display Company of 2019

The editors of CREATIVE Magazine have selected Insignia Systems, headquartered in Minneapolis, MN, (www.insigniasystems.com), as the 2019 Display Company of the Year. Insignia Systems was chosen based on the unique approach they are taking to understand client needs, and their rapid development of new products to better meet these needs.

Insignia has provided in-store media solutions in over 20,000 retail outlets, inclusive of grocery, mass merchants and dollar stores. It partners with over 300 consumer packaged goods manufacturers across various categories including center store, refrigerated, frozen and the perimeter, with top brands such as Nestle, Kraft Heinz, Unilever, ConAgra, General Mills, Pfizer, Mars and many more.

Insignia recently increased revenue by over 25% with the addition of several new in-store and digital solutions. A sampling of new products include: Free Standing Displays, Custom Endcaps, Inline Fixtures, Trays, Sidecaps, Power Wings, Side Kicks, IRC's, Neck Hangers and Digital Solutions.

Sidecaps - While sidecaps present an incredible opportunity to expand to new locations outside of the shelf, many clients were telling Insignia that they were unable to retain this space or couldn't communicate their brand benefits to shoppers. With this insight, Insignia developed a custom sidecap execution allowing brands to tell their story to shoppers including a dating system to inform store employees how long the sidecap should be set to ensure brands are retaining their space as long as possible.



Custom Endcaps - Insignia works closely with clients to help them understand how effective the store can be when thought of as a media vehicle. Brands are increasingly investing heavily in-store to tell their story to millions of active shoppers who have the ability to purchase immediately. Insignia has a full in-house design team that can develop custom art and structures or refine existing designs per retailer specs.



Sidekicks - A common grocery fixture is the sidekick or power wing that gives brands the ability to remind shoppers of their product. Insignia's approach to sidekick creation involves simple design changes that can have significant branding and shopper impact.



Trays - Another area where Insignia is making an impact is on shelf trays. Each tray is custom designed to the brand's specific product dimensions as well as the retailer's shelf. In addition, Insignia is partnering with environmentally friendly suppliers to provide brands sustainably sourced materials and manufacturing processes.



Freestanding Displays - These displays are critical to many brands as they drive a high percentage of incremental sales. Insignia's approach is unique in the speed with which it can execute. Inhouse production, kitting and shipping capabilities along with a network of preferred execution partners allows Insignia to develop and execute almost any type of program. Many of these programs can be executed in less than 6-weeks.



In-Store POP signage - Shelf signage is a critical tactic in the industry. Not only does Insignia offer one of the largest syndicated networks in the country but many of their stores are pre-approved allowing brands to get signage in-store quickly. Interestingly, with a CPM of around \$2.00, in-store signage programs, like the ones offered by Insignia, offer brands an efficient way to reach active shoppers!



IRCs - In order to more fully meet their clients needs, Insignia also offers IRCs and other package affixed communication. Behind quick lead times, these programs give brands the ability to quickly respond instore to various business needs and a changing retail landscape.



Digital - Brands are frequently asking how they can drive consumers to the stores where these amazing in-store experiences exist. Insignia has developed a digital offering focused on mobile advertising which allows them to target specific shoppers based on where they are, where they live and proximity to store along with purchase and behavioral data to hone in on the right shopper at the right time.

