

# DISPLAY CASE STUDY: NEW BRAND LAUNCH

## BRINGING THE ON-LINE EXPERIENCE INTO THE PHYSICAL STORE

### 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 Target. Faced with a limited marketing budget, Quip was looking to build a strategy to tell their unique story and brand benefits to shoppers who are not familiar with the brand. To accomplish this, they sought a partner who understands how to leverage the store as a media vehicle in order to build a one of a kind branded experience and a partner who could execute all aspects of the program from concept to in-store installation to post-program analytics.

### THE STRATEGY

Insignia collaborated with Quip, The Stable and Target to help design, develop and execute a best-in-class, experiential endcap positioning them to surpass their goals. Here's how Insignia did it:

1. Insignia partnered with the brand to understand their objectives and the experience they wanted to create.
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.



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

**90+%**  
SET COMPLIANCE  
INSTALLATION



**57** MILLION  
IMPRESSIONS  
WITH SHOPPERS



**CATEGORY &  
BRAND SALES  
EXCEEDED**