

MERCHANDISING CASE STUDY: SECONDARY PLACEMENT

HOW INSIGNIA HELPED A LARGE NATIONAL BRAND RETAIN PRIME DISPLAY FLOOR SPACE WITH A LARGE NATIONAL RETAILER

THE CLIENT

A National Confectionery Brand

THE SITUATION

The brand was awarded prime floor display space by a large national retailer for a Free Standing Display (FSD). Upon arrival at the stores, the displays were found to be non-compliant to the retailer's specifications and could not be placed in aisle. The brand's only options were to discount the product to move the excess in-store inventory or quickly replace the display in a short amount of time.

THE STRATEGY

Insignia's nimble capabilities and fast execution built a brand new fully compliant display in 4 business days, meeting all the required guidelines and enabling the brand to:

- Keep their commitment to the retailer
- Retain space and prevent mark down loss
- Replace the display as quickly as possible
- Protect future opportunities



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**4X FASTER
THAN THE INDUSTRY
AVERAGE (16wks)**



**2.3X
SALES LIFT DUE
TO RETENTION OF SPACE**

