

DISPLAY CASE STUDY: DELIVERING RESULTS IN UNDER-PERFORMING STORES

HOW INSIGNIA HELPED A BRAND IMPROVE SET COMPLIANCE AND INCREASE SALES IN HISTORICALLY HARD-TO-INSTALL STORES.

THE CLIENT

National Meat Snack Brand

THE SITUATION

The brand was facing challenges at a subset of stores belonging to a national mass retailer. Stores were under-performing due to the difficulty of keeping secondary space programs set and stocked. Knowing Insignia's expertise with this retailer, the brand turned to us for help.

THE STRATEGY

In collaboration with the client, Insignia formed a two-step approach. First, we developed impactful creative designed to capture the shoppers' attention. Next, we worked with the execution team and devised a plan to ensure the planogram could get fully set and stocked in the challenging stores. We successfully set the planogram and added ISM to increase awareness.



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35%
SET COMPLIANCE
INCREASE



70%
INCREASE IN
UNITS SOLD

