

IN-STORE SIGNAGE CASE STUDY: WALMART SIGNAGE

LEVERAGING AT SHELF SIGNAGE TO HIGHLIGHT BRAND SUPERIORITY

THE CLIENT

A national canned goods manufacturer

THE SITUATION

This canned goods manufacturer was losing sales to a new competitor despite having noticeable product superiority. Through consumer research, they identified that shoppers believed both products to be the same and as a result were deciding which brand to buy based only on price. However, this brand had invested heavily behind better growing and canning processes but consumers did not understand this from their packaging. The brand needed a quick way to communicate these differences at shelf.

THE STRATEGY

Insignia worked with the brand to develop shelf banners that were placed in front of the brand's product. These banners had pictures of their product and their competitors along with compelling reasons to believe about their superior growing and canning process.



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6.6%
SALES LIFT



\$39.77
INCREMENTAL
DOLLARS PER STORE

16,930,019
IMPRESSIONS AMONG
ACTIVE SHOPPERS

92%
INSTALLATION
COMPLIANCE