

# DISPLAY CASE STUDY: BEST-IN-CLASS LARGE SCALE BRAND LAUNCH

## DTC BRAND MEETS WALMART SHELVES

### THE CLIENT

Safely, a celebrity-founded cleaning supply brand

### THE CHALLENGE

Safely was awarded feature space on a Walmart endcap for their launch into mass retail with extremely tight timelines for execution.

### THE STRATEGY

Because of the quick turnaround needed, Safely handed over every aspect of this project to the Insignia team, from structural design, to art, to manufacturing and shipping. This decision enabled Insignia to work simultaneously on all areas of the endcap. The objective of the display was to introduce Walmart shoppers to the Safely brand and educate them on the key product differentiators, specifically the premium scent. Insignia's design team created a pedestal at eye-level with an encapsulated bottle which provided an ambient scent to all shoppers passing by. In addition, to overcome the challenge of very heavy products Insignia leveraged existing Walmart shelves to ensure the longevity and structural integrity of the display.

### THE RESULTS

Despite only 13 weeks from project kick-off to arrival at DCs, Insignia facilitated flawless execution from concepts to prototyping, to production, and shipping. Every display arrived on-time and in-full to Walmart DCs.

The flawless execution led Safely to receive an award at YBM! Given the accolades they received, Insignia was commissioned again to leverage our expertise to create their booth.



© 2022 Insignia Systems, Inc. All Rights Reserved. Insignia are registered trademarks of Insignia Systems, Inc. All other brand names are trademarks of their respective owners.

**100%**  
OTIF COMPLIANCE  
ACROSS 42 TRUCKS



**1,735**  
STORES

**7,231,281**  
IMPRESSIONS WITH SHOPPERS

Impressions are estimates. Our calculator takes the sum of Weekly ACV multiplied by the number of weeks a program is running divided by the average transaction amount per trip and multiplied by the estimate of the percent of people who shop every aisle of a store on a weekly basis.