

# Successful Launch & Product Lift with POPS®: National Nutrition Drink

ShopRite	Raley's	Winn Dixie
Depicted Lift: 10%	Depicted Lift: 23%	Depicted Lift: 22%
Product Line Lift: 5%	Product Line Lift: 12%	Product Line Lift: 13%
Incremental Units per Store: 15	Incremental Units per Store: 7	Incremental Units per Store: 6
Incremental Revenue per Store: \$139	Incremental Revenue per Store: \$81	Incremental Revenue per Store: \$53

- This manufacturer was re-launching their brand with new formulation and packaging. They wanted to avoid product confusion, provide a “call to action” and support of out-of-store advertising at-shelf.
- 3 retailers achieved similar results, suggesting national effect
  - **Depicted Lift (Featured UPC):** experienced lift between 10-23%
  - **Product Line Lift:** Halo to the entire line of 5-13% over stores without signs

**Giving the shopper a final cue is the most vital step in the path to purchase and, in the case of this item, POPS® signage drove \$53 - \$138 more revenue per store\***



\*POPS® MPTA – Raley’s, ShopRite, Winn Dixie – Cycle 9, 2014. Nielsen store level data. Confidential and proprietary information of Insignia Systems, Inc. All rights reserved.