

Driving Trial & Awareness During Super Bowl Merchandising Frenzy

ShopRite – New York	ShopRite - Philadelphia
Product Line Lift: 6%	Product Line Lift: 7%
Incremental Units per Store: 68	Incremental Units per Store: 47
Incremental Revenue per Store: \$153	Incremental Revenue per Store: \$105



- This national snack company wanted to break through category noise during an already supercharged event period
- The featured product was on deal and the brand manager wanted to drive additional incremental volume with POPS® unique, eye-catching signage
- **POPS® signs enhanced product line lift by 6-7%** over stores without signs

Giving the shopper the “call to action” drove \$104 - \$153 more revenue and 47-68 incremental units per store*

- Given the affordability of POPS®, this brand easily achieved ‘payback’ while driving trial by generating awareness