

# double impact displays

## Case Study

### Client: Universal Pictures

**Brief:** To create displays for the release of the DVD Mamma Mia in 20 flagship stores with the aim of engaging the retail shopper. All the creative input was left to us.

### Challenge:

- Within a very tight budget, we needed to create a layout that added 'wow' factor to the supplied A1 posters;
- All elements had to be kept lightweight to enable them to be suspended from Kmart's ceilings;

### Solution:

- We contrasted the poster title to make it stand apart;
- Communication with retailers was maintained throughout the process to arrange access to stores. We ensured all displays were installed outside of normal trading hours to minimise interruption to retail shoppers;
- We manufactured the signage ourselves and sourced all additional props, finally creating a layout for our visual merchandisers to follow so that the displays were uniform nationally.

**Timeline:** Once POS was dispatched to our merchandisers, we had a four-day installation window prior to the release date.

**Result:** Increased sales of the DVD title in all of the 20 stores that had one of our displays.

### Testimonial:

"We approached DID to take on the task of creating in-store theatre in our top 20 retail outlets. We left the creative entirely up to them. The results were far beyond our expectations. Sales in these flagged stores were record breaking. Well done and thanks to the crew at DID."

Rebecca He'bert – Merchandising Manager – Universal Pictures



CREATIVE

PASSIONATE

INNOVATIVE

COMMITTED