

P-O-P POSTCARD

From Europe | 2012



P-O-P POSTCARD

From Benelux | 2012

Temporary P-O-P
Innovation Across Europe





Name: *Leffe Beer presentation*

Placement: *Delhaize Supermarket*

POPAL Europe Comments:

Brand look & feel in the beer category.

Dividers/ separation to give the brand a strong visibility.



Name: *Heineken*

Placement: *Supermarket*

POPAI Europe Comments:

*Massive stand alone display;
the tap challenge.*



Name: Rituals

Placement: Rituals

POPAI Europe Comments:

Temporary.

BRUSSELS

Outside the store. In the store window in combination with visual merchandising.



Name: *Fashion*

Placement: *Claudia Strater*

POPAI Europe Comments:

A totally different approach of the sale period, three colours: black, white and red.



Name: *Wine Display*

Placement: *Supermarket*

POPAI Europe Comments:

Information about the wine.

Suggestions about food in combination with wine, based on art and copy on carton boxes.



Name: *Garnier*

Placement: *Supermarket*

POPAI Europe Comments:

*Low cost material, presentation
new product and signage in
40 cm shelf.*



Name: *Bertolli*

Placement: *Supermarket*

POPAI Europe Comments:

Welcome the world of Bertolli.

BUDAPES
ROME
VIADR
BRIDZ

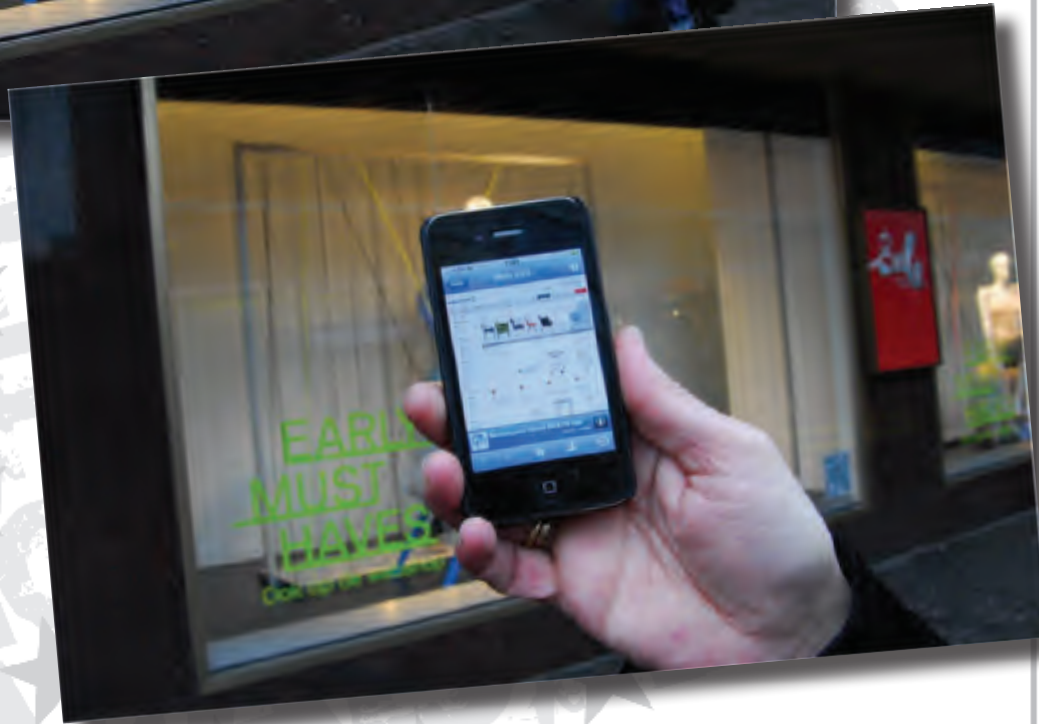


Name: *Finimal*

Placement: *Kruidvat Drug Store*

POPAI Europe Comments:

*The use of a category leader
to highlight the whole category!*



Name: *Bijenkorf*

Placement: *Department Store*

POPAI Europe Comments:

Using the QR code to show the shopper on the mobile the whole collection.



Name: Philips TV Accessories

Placement: Media Markt

POPAI Europe Comments:

Clever idea for your TV.

Media Markt, the fixture in the look and feel of MM but made by Philips, but only with Philips product on location!



Name: *Leaf*

Placement: *Several Channels*

POPAI Europe Comments:

Several P-O-P means.



Name: *ICI Paris XL*

Placement: *Cosmetics*

POPAI Europe Comments:

The store fixture is designed to highlighted actual or new products.



Name: *Vroom & Dreesmann*

Placement: *Department Store*

POPAI Europe Comments:

*Temporary display, signage,
cross merchandising based on
a actual theme EK football.*

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Name: *Staropramen*

Placement: *Super & Hypermarkets*

POPAI Europe Comments:

The aim of this stand is to enhance the visibility of this beer brand within the beer category.

Simple and interesting design, reasonable price. The rounded shape evokes a wooden beer barrel.



Name: *Coca-Cola Emotion
Woman display*

Placement: *Interspar*

POP AI Europe Comments:

*Successful P-O-P mean in
attracting shopper attention.*



Name: *Snickers Gas Pump*

Placement: *Interspar*

POPAI Europe Comments:

Attractive stand at a high level of design.

The pump is an excellent idea that evokes "an energy supply".



Name: *Velux*

Placement: *OBI*

POPAI Europe Comments:

Temporary display for discount events in DIY retail chain.



Name: *Temporary P-O-P tools for cosmetic products*

Placement: *DM, Rossmann*

POPAI Europe Comments:

P-O-P means for promotional activities in specialised retail chains.



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P-O-P means for promotional activities in specialised retail chains.



Name: *Complementary product categories*

Placement: *Home appliance and electronics retail chains*

POPAI Europe Comments:

Sales promotion of complementary product categories.



Name: Danone-Activia

Placement: Ahold, Tesco
-hypermarkets

POPAI Europe Comments:

The aim of this project was to draw consumer attention to a new premium product and highlight this new product on the shelves.

This campaign included several types of P-O-P materials.



Name: Shelf Talkers Activia

Placement: Ahold, Tesco
-hypermarkets

POPAI Europe Comments:

Shelf Talker as a part of
promotional campaign.



Name: *Leerdammer cheese brand*

Placement: *Hypermarkets*

POPAI Europe Comments:

This special tool communicates the brand attributes and product quality.



Name: Pallet Decoration
Budweiser Budvar

Placement: Hypermarkets

POPAI Europe Comments:

Maximum visibility, while maintaining ease of products manipulation. Graphic themes are designed to cause interruption of customers and to motivate them. Themes are applied not only around the pallet position, but eye catching part is fixed in the centre of pallet providing maximum exposure of whole application.



BUDAPES
BRUS
ROME
VI

P-O-P POSTCARD

From France | 2012

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Name: *Lego Duplo*

Placement: *Toys' R'us*

POPAI Europe Comments:

Cross-merchandising with a product for girls set up in a category for boys.

Strong code color (pink) and pictures.



Name: *La Laitière / Nestle*

Placement: *Carrefour*

POPAI Europe Comments:

Temporary covering of a permanent gondola for a promotion campaign.



Name: *Milka / Kraft*

Placement: *Carrefour*

POPAI Europe Comments:

Multiple product line for a sales event (set up for less than 1 month).





Name: *Auchan*

Placement: *Auchan*

POPAI Europe Comments:

Easy covering for boxes and high visibility.



Name: *Maybelline / L'oreal*

Placement: *Sephora*

POPAI Europe Comments:

Windows: few components for a high impression.

Event the brand is not visible!





Name: *Tribal Attitude*

Placement: *Yves Rocher*

POPAI Europe Comments:

Cheap material made in a single substrate.

Few real products used.

Very good impression in the windows!





Name: *Levi's*

Placement: *Levi's*

POPAI Europe Comments:

Translation in shop of the showcase used for the windows.

They needed place to argue their 'green' attitude.





Name: *Columbia & Airwell*

Placement: *Go Sport*

POPAI Europe Comments:

Easy covering in cardboard for temporary promotion on permanent end of aisle.



Name: *Ferrero*

Placement: *Carrefour*

POPAI Europe Comments:

*Massive island display unit,
very consistent.*

*The dummy egg draw shoppers
attention.*





Name: *Lindt*

Placement: *Carrefour*

POPAI Europe Comments:

The air-filled rabbit is clearly impossible to miss in the central aisle.

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Name: Gosser Natur Zitrone
Gosser Natur Zitrone 0.0%

Placement: 1. Spar (supermarket)
2. Interspar (hypermarket)

POPAI Europe Comments:

1. Paper displays with decoration elements and real fruits on round shelves.
2. Paper displays with decoration elements, vacuum (3D, polypropylene) posters, neoprene coolers and real fruits, parasols, sample product in PVC display.

Brand owner: Heineken



Name: Soproni Citrom Radler,
Soproni Narancs Radler

Placement: Westend 2000 (independent
retail) Spar (supermarket)

POPAI Europe Comments:

Paper displays with decoration
elements, vacuum (3D,
polypropylene) posters, and real
fruits, paper based writeable price
talkers.

Brand owner: Heineken



Name: Borsodi (mainstream beer)
 "Beer for your team" promotion

Placement: COOP, CBA, Spar
 (supermarkets) Auchan (hypermarket)

POPAI Europe Comments:

All kind of LAMa variations for
 the different store types tailoring
 the same brand same promotion
 for the different Retailers.

Brand owner: Molson Coors



Name: *Nestea - new flavours*

Placement: *Auchan (hypermarket)*

POPAI Europe Comments:

LAMa ring for gondola end decoration, high visibility.

Brand owner: Coca-Cola



Name: Vuk - (Hungarian cartoon figure baby fox)

Placement: Match (supermarket)

POPAI Europe Comments:

Sticker collecting loyalty program developed by Match. The sticker books function as height metering as well. There is a special shelf applicated into the lower part of a Big Plus LAMa holding 30 kg. Well positioned for kids.

Brand owner: Match





Name: *Astor 60. birthday
Women's day promotion*

Placement: *Auchan (hypermarket)*

POPAI Europe Comments:

Modular LAMa for 2 sizes: big and small stores (20 m² and 6 m²) imitating a beauty salon for ladies where they got free beauty consulting, test make up and hair dressing. Attracted high attention. Can be redesigned for other occasions.

Brand owner: Astor



Name: *Zewa*

Placement: *Hypermarkets, Local chains*

POPAI Europe Comments:

Cardboard standee educating the importance of the length of the toilet paper. Real packs are glued on the front, real paper in the middle, so shoppers can touch it as well. Leaflet, connected to toilet paper education campaign. There is included information of the length of paper. (20,7m)

Brand owner: SCA Hygiene Products



Name: *Libresse*

Placement: *Tesco (hypermarkets)*
TOP 73

POPAI Europe Comments:

"Palette Island" secondary placement for the whole Libresse (feminine hygiene) assortment. Branded print palette covering and a large triangle image and price off communication.

Brand owner: *SCA Hygiene Products*





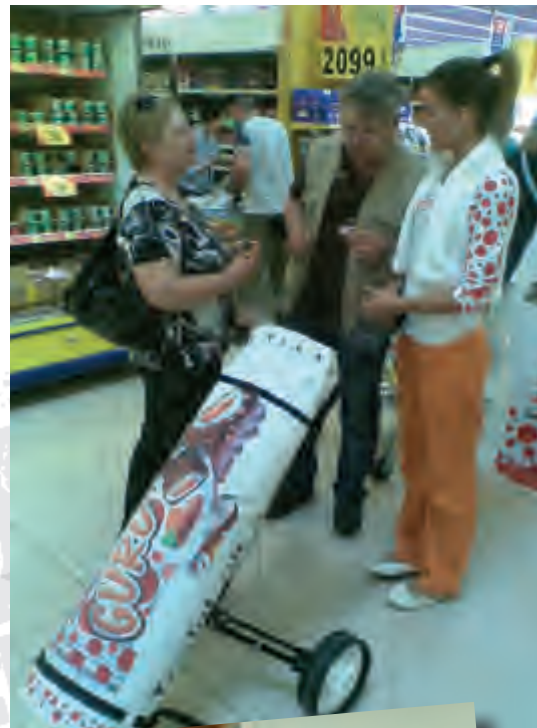
Name: Spar bakery

Placement: Spar (supermarket)
Interspar (hypermarket)

POPAI Europe Comments:

Cardboard print installed on steel standee with changeable price communication. Big basket for the real product. Eye catching.

Brand owner: Spar



Name: Pottgyos Guru (dairy snack)

Placement: Spar, Coop, CBA (supermarket)
Interspar, Tesco (hypermarket)

POPAI Europe Comments:

Integrated in-store campaign with tasting from the hostess table and from branded golf-carts. Secondary branded fridges at the gondola ends. Pottgyos means dots, that's why all those red dots are everywhere.

Brand owner: FrieslandCampina

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Name: Deborah

Placement: Esselunga

POPAI Europe Comments:

Temporary floor display for nail polish. The colour, very important feature of this kind of product, has strong visibility, because of the black background.

The little nail polish bottles are placed in some little holes, so the colour is the only visible thing.



Name: Procter & Gamble

Placement: SMA

POPAI Europe Comments:

Promotional aisle in paper dedicated to Dash, a product of Procter & Gamble.

On the top there is a poster with a promotion claim sponsored by the retailer, SMA.



Name: *Coca Cola*

Placement: *Billa*

POPAI Europe Comments:

Extra display with a strong power of communication thanks to the images placed on the top of the project.

High visibility and large space for the brand and its different references.



Name: Rio Mare

Placement: Interspar

POPAI Europe Comments:

Floor paper displays with decoration elements linked to the brand logo.

Near the two displays, closed into a Gondola, there is also a promotional desk with cards.



Name: Fiorucci

Placement: Carrefour

POPAI Europe Comments:

Allfresh dedicated to an Italian salami. The paper gondola is very simple, but in the top it presents the Italian logo, that is a strong reference of the product.



Name: *Galbani*

Placement: *Ipercoop*

POPAI Europe Comments:

Very particular allfresh that has the shape of three-wheeled vehicle.

It is ironical, but it underlines the freshness of the product.





Name: *Huggies*

Placement: *Auchan*

POPAI Europe Comments:

Floor paper displays with decoration elements that underline the features of the products.

Near the display, closed into a Gondola, there is also a promotional desk with cards.



Name: *Kimbo*

Placement: *Auchan*

POPAI Europe Comments:

Floor paper with a totem in the top.

Thanks to its colours, silver and red, it is very visible and attractive.





Name: Procter & Gamble

Placement: Ipercoop

POPAI Europe Comments:

Promotional aisle in paper sponsored by the retailer, Ipercoop. It is dedicated to liquid cleaner and cleaning fluid.

On the top there is a poster with a promotional claim.

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Name: *Coca-Cola plastic bottles*

Placement: *Carrefour Planet*

POPAI Europe Comments:

Temporary display hanging from the shelves of other related products as snacks, chips and pizzas. The display pursues successfully two objectives: brand visibility with product storage. High visibility because of the size, the shape and color, as well as the placement. There is the logo of the company in the middle.



Name: *Atún Claro Albo*

Placement: *Carrefour Planet*

POPAI Europe Comments:

Very appealing and original isle boat-shaped, situated in the seafood department, with strong brand communication, on the sail and around the boat.

The display is filled with the product of the company.



Name: *Bifrutas*

Placement: *Carrefour Planet*

POPAI Europe Comments:

Taking advantage of the next Olympic Games, Pascual promotes its drink for young people by making them play in a videogame, recreating an athletics track (carpet). The display consists in two automatic displays at the sides of the isle and a frontal display with digital support (TV).



Name: *Brekkies Deli Sauce*

Placement: *Carrefour Planet*

POPAI Europe Comments:

Brekkies uses a simple but original display to show its product. Although the display is not really attractive in front, in the sides there are two bottle-shaped displays simulating the product, to draw the shopper attention on the product.



Name: *Dermoprotección solar Avene*

Placement: *Chemistry in a Comercial Center called La Maquinista*

POPAI Europe Comments:

Display found in a shop window of a chemistry. Using cardboard Avene intends to recreate a daily beach situation, through a mobile home, a surfboard and a beach stall with an original solar menu. High visibility because of the freshness design of the display.





Name: *Cosmetics Belle*

Placement: *Caprabo*

POPAI Europe Comments:

Belle has developed a complete marketing strategy using several P-O-P materials placed in different places near the product, to reinforce his presence in the store. Floor display from Caprabo's cosmetics brand Belle with eye-catching use of LED'S around it. This display is very strong because of the black and fuchsia colour combination, enhanced with the lights. Round little leaflets in between Belle's products. Display hanging at the end of the shelves for shoppers to pay attention.



Name: Vitaflor

Placement: Chemistry

POPAI Europe Comments:

Modern-looking floor display with a showy design. The product is made of royal jelly, and for that reason, using the hexagonal shape of the packaging, the display simulates an apiary. The product is completely integrated in the display, and the logo of the brand appears several times. The "honey" colours used fit perfectly in the display and the environment.



Name: *Ducray Melascreen*

Placement: *Chemistry*

POPAI Europe Comments:

Really impactful floor display with simple lines and minimalist design. Ducray not only exposes his product and accessories but also gives a brief information about the product to the shopper.

There is an excellent coherence between the display and the product.



Name: *Bombay Sapphire*

Placement: *Caprabo*

POPAI Europe Comments:

Colourful and noticeable floor display. The brand uses blue lights to emphasize the exclusivity and luxury of their product. With a simple design and a big logo, this display draws the attention of the shoppers.



Name: *Aquilea (UriachLabs)*

Placement: *Chemistry*

POPAI Europe Comments:

Aquilea is known for offering a natural solution for the care and health welfare. Through this display Aquilea wanted to reproduce the trunk of a tree to transmit the USP of the products they are selling. The logo is situated at the top and at the bottom of the display, and green and brown are the main colours. High impact for the strong link between the display design and the product benefits.

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Name: *Gillette FSDU*

Placement: *Boots*

POPAI Europe Comments:

Pop-up display printed on a single substrate, placed at the checkouts of the retailer.



Name: Nice N Easy Shelf Tray

Placement: Sainsbury's

POPAI Europe Comments:

Lots of brands are now using card trays instead of vacuum forming.



Name: *Milka Counter-Top*

Placement: *Independent C -Store*

POPAI Europe Comments:

*Sits nicely on the counter top
and uses the shape of a milk
churn to hold product.*



Name: *Toblerone Unit*

Placement: *The Co-Operative*

POPAI Europe Comments:

Stands out in-store and looks like it was flat packed as one piece.



Name: *Cadbury Crunchy FSDU*

Placement: *Martin McColl's C -Store*

POPAI Europe Comments:

The shelves for this unit look like they were part of the boxes that the product was delivered in so it is all made out of the same single piece of board.



Name: *Lynx Gondola End 'Tray'*

Placement: *Boots*

POPAI Europe Comments:

Really cheap but effective way of getting some stand-out at the end of the gondola. The product sits on the card "mat" with a promotional message popping-up at the front.



Name: "Grow Your Own" FSDU

Placement: Wilkinson (Home/DIY)

POPAI Europe Comments:

Great looking unit made to look like garden fencing or a garden shed. Top part is detachable and has "jobs to do this month" printed on - all aimed at getting the shopper to buy products for the gardening jobs each month.



Name: *Galaxy Tray*

Placement: *Boots*

POP AI Europe Comments:

New product line promoted with card shelf tray.



Name: *Maybelline Unit*

Placement: *Superdrug*

POPAI Europe Comments:

Product was on promotion and had high visibility with lots of stock held.



Name: *Window Display*

Placement: *Orange Phones*

POPAI Europe Comments:

Promoting cash-for-old phones, the unit is multi-layered and adds life to the window.