



POINT-OF-PURCHASE TO THE RESCUE!

Challenge: Retail shelf space ROI, especially at “big box” toy stores like Toys R Us, Wal-Mart, and Costco is always under management’s microscope. Peg Perego, a manufacturer of realistic battery-operated ride-on toys found their retail presence being adversely effected due to the physical size of their product and retailer merchandising strategy.

Solution: We helped Peg Perego create a merchandising strategy that placed only 1 each of their toy-line on the retailer’s floor. Each toy was fully assembled providing the consumer with an opportunity to “test drive” their model of choice. Peg Perego’s retail space was supported with a high-impact POP display. Each toy’s product specifications, dimensions and unique features were predominately displayed. Order forms were co-located with the display, to be paid for at the register, and the product was then drop-shipped from Peg Perego’s warehouse, directly to the consumer. A unique feature of the display is the interchangeability of the header and product pages - making this an ideal solution for multiple retailers.

Results: Peg Perego continues their retail presence at all the major toy retailers. The retailers improved their ROI by reduced their cost-per-square-foot without sacrificing ride-on toy sales. Most importantly, a major competitor was dropped from 2 major retailer’s floor because of the innovativeness of Peg Perego’s POP strategy.

So, next time you're looking for really unique creative to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

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