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ADDING A SOUND COMPONENT TO ENHANCE
ATMOSPHERE AND INCREASE SALES



JBL's Control Contractor series brings sweet sounds to retail chains such as Apple, Macy's, G-Star Raw, and others.

The Future of Sensory Experience
The recent SIGGRAPH show reveals the future of customer interaction

Measure of Success
POPAL presents shopper engagement metrics findings

THE LOOK THAT SELLS

THREE EXAMPLES OF DISPLAYS THAT CAPTURE THE CUSTOMER'S ATTENTION— AND THEIR BUSINESS

BUDWEISER "V" TWIN

Meyers Display of Minneapolis was honored with a POPAI OMA gold award earlier this year, for the design and production of the Budweiser "V" twin motion motorcycle engine spectacular.

The partnership between Anheuser-Busch and vendors like Meyers Display has produced many award-winning displays over the years. Anheuser-Busch (A-B) invests the time and effort needed to seek out talented and experienced vendors to design and build displays that the industry recognizes as outstanding and worthy of recognition. These relationships tend to be long-term partners of A-B and work to the benefit of both client and vendor.

Anheuser-Busch begins the process in A-B Brand Creative Services Group with BCS managers like Sharon Hutson, who partner with creative agencies and display companies to design and produce displays that capture consumer attention and sell product.

Hutson, along with account executive Steve Owen of XG-AD creative agency in St. Louis, worked together to develop an idea for a trimester display spectacular, and in no time the "V" twin motorcycle engine spectacular idea was spawned. XG-AD produced color renderings of the concept to secure approvals and to assist in the production process.

Anheuser-Busch contacted account executive Tim Schimberg of Meyers Display to discuss the concept and develop a full-color working construction. The accurate design of the display was extremely important because of the unique way the pistons operate on a Harley Davidson "V" twin engine. They don't just go up and down, but follow each other, and motorcycle enthusiasts would be very aware of this unique engine feature. Additional important parameters relating to the successful design and execution of the display included conversations pertaining to overall size, display materials, budget, and set-up time.

The next phase of development brought together Meyers creative director Glenn Brown and his staff. They reviewed the display parameters and started out on the process of designing the dimensional construction and engineering the motor, linkage, and counter weights to allow the display to operate continuously for 6-8 weeks on battery power alone. Silver foil was used to obtain the



authentic metallic engine look and vacuum-formed piston tops were designed to give the look of actual pop-top beer cans. Special clear coatings were applied to surfaces to reduce friction and increase longevity.

Soon after the prototype was submitted to Anheuser-Busch, the motion and construction was approved and the print, production, and fulfillment of the display spectacular was awarded to Meyers Display. Die lines were forwarded to XG-AD to build finished art, and Mozaic of St. Louis assembled production art files and supporting proofs.

Meyers Display printed, mounted, die cut, assembled, and shipped 734 production units. The display assembly was complex, so units were sent to the field fully assembled with only the batteries needing to be installed.

Consumers and motorcycle enthusiasts embraced the display as unique and fun to watch run through its motion cycle. The display was hailed as a success with brisk sales and plans to reintroduce it to the field with revised graphics in a future trimester.

For more information, visit www.meyers.com.