



GetGo Roller Grill Area

March 2011 | v02



Retail that moves you

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Introduction



In this presentation you will see what we propose as our initial concepts for the design development of the GetGo Roller Grill program for Giant Eagle. Through research of provided store floor plans, review of existing graphics, and a store visit we are confident that we have met your design requirements and have developed a well thought out design plan that compliments your existing décor program.

As you can see, we gave prominence to the 2 for \$2 and incorporated pole options for each overhead sign concept. Please note that the messaging incorporated in these designs is conceptual and can be solidified moving forward. We did, however, brainstorm some ideas of what to call this program specifically, and have listed them for your review and consideration.

From the front doors to the roller grill area, the continuity of the design is evident and cohesive. Working off a successful program already in use, we feel that these concepts and design direction add value and identity to the roller grill program.



Concept 1: Overview





Concept 1: Sneeze Guard/Grill Graphics Close-up





Concept 1: Header Components



"Anytime Eats" Icon
Size: 15 in. x 15 in
New icon illustrates time-of-day and meal combination. Orange color will give area warmth, while the black provides maximum contrast.



"2 Eats for \$2" Icon
Size: 18 in. x 18 in
"Anytime eats" will give GetGo's grill items an exclusive identity versus all other "2 for \$2" promotions. This icon can be used on a wide variety of promotional signage.

Header
Size: 6 ft., 8 ft., 10 ft. sizes
Promotional disc will be changeable to support other promotions.



Opposite side graphics





Concept 1: Backer Panels



Backer

Size: 144 in. W x 24 in. H

Backer is a repeating pattern of "Anytime" food items similar to the pattern currently used in GetGo stores.



Wall Backer

Size: 144 in. W x 26 in. H

This is a suggestion for wall mounted applications.



Overhead Wall Backer

Size: 160 in. W x 18 in. H

This will mount to the overhead wall when rollers are backed against wall.





Concept 1: Sneeze Guard & Grill Graphics



Sneeze Guard Decals

Approx. Size: 34 in. W x 8 in. H

Decals will reinforce the promotion at the point-of-purchase.

ANYTIME EATS!
Get breakfast. Get lunch. Get dinner.

Any 2 Eats for \$2

ANYTIME EATS!
Get breakfast. Get lunch. Get dinner.

Grill Decals

Approx. Size: 34 in. W x 7 in. H

Illustrative icons represent items available on it. The first decal represents all hot dogs. Second includes hot dogs and other items, while the third is reserved for various items.

Get dogs.



Get mixed.



Get variety.





Concept 1: Chili Cheese Machine & Condiment Area



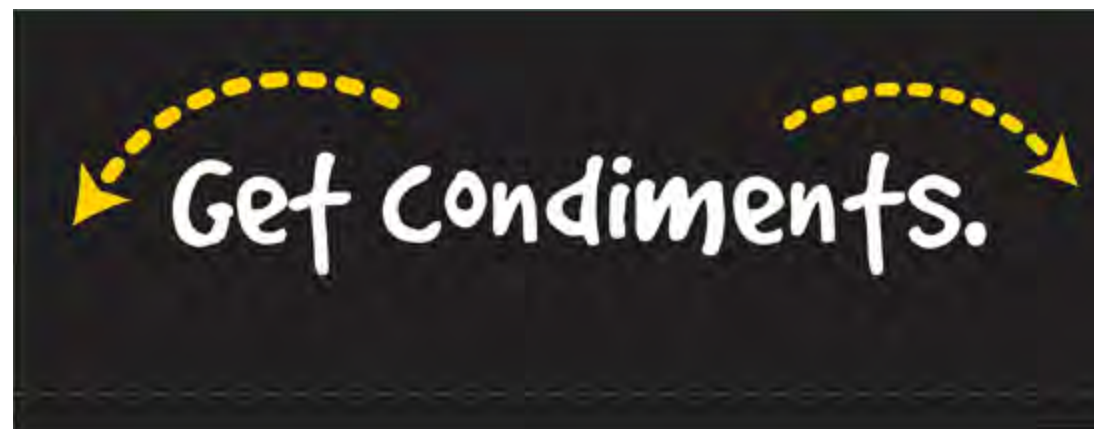
Sneeze Guard Decals

Approx. Size: 13.3125 in. W x 15.25 in. H
Decal will be applied to the front of the Chili and Cheese machine. It will show pricing, and help reinforce the fact that these condiments are not free.



Condiment Area Header

Approx. Size: 14.3125 in. W x 7 in. H
This sign will mount to the back of the Chili and Cheese machine. The arrows help lead the customer to condiments offered on the sides of the machine.



FASTENING AREA





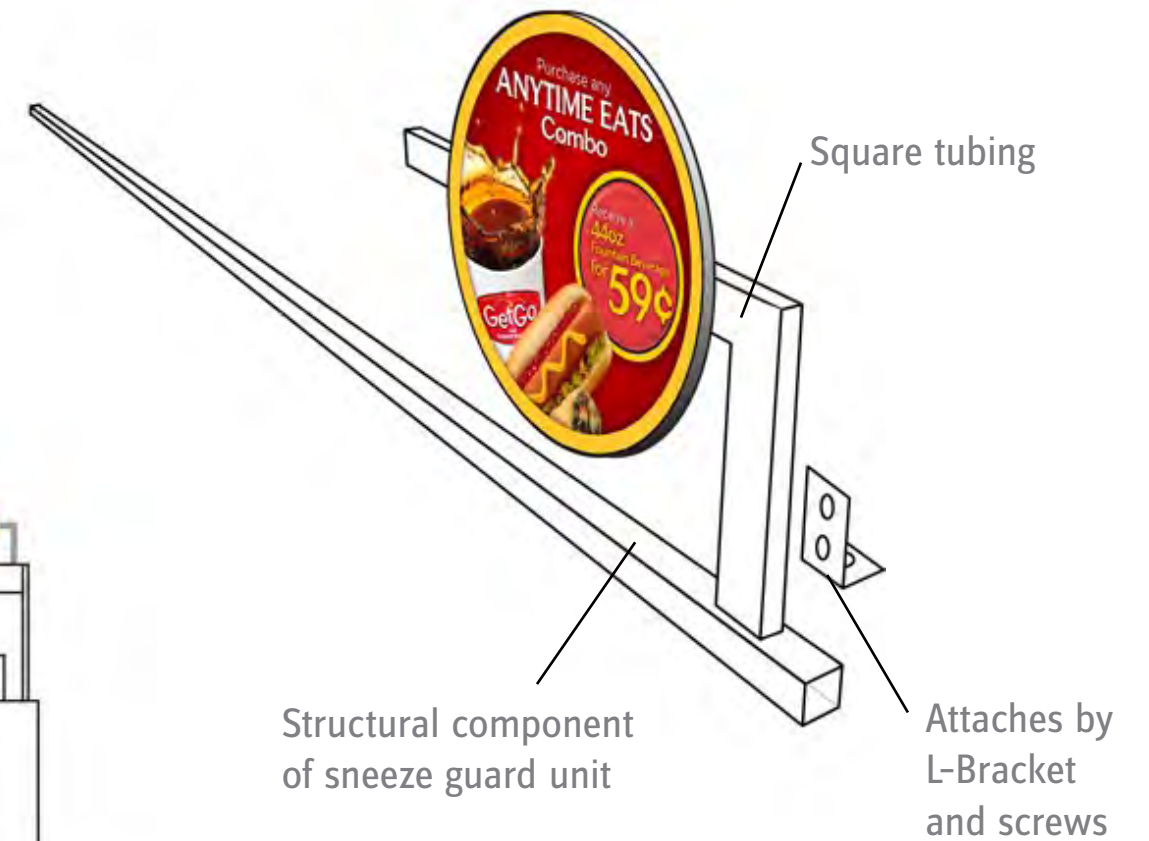
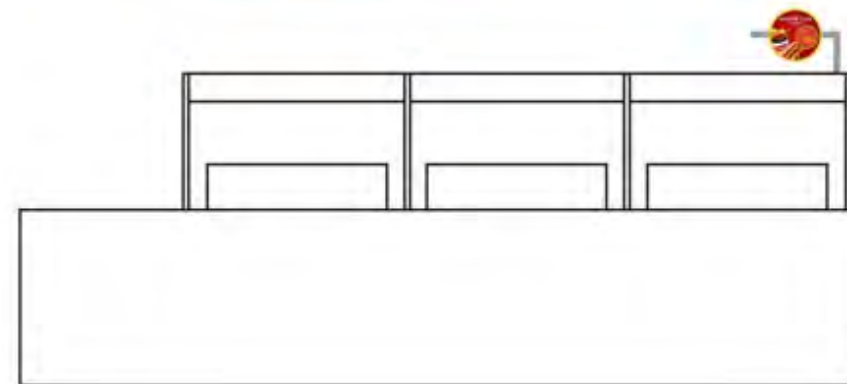
Concept 1: Changeable Promotional Graphic



Fuel Perks/Food Promo Disc

Size: 6 in. W x 6 in. H

Velcro will affix sign to hardware which rests atop the sneeze guard. Message can be easily changed to accommodate a variety of promotions, such as Fuel Perks and combo deals.





Concept 1: Door Decal



Door Decals

Approx. Size: 29 in. W x 6 in. H

Door decal will announce the promotion as customers walk in the door.





Concept 1: Grill Tags



Grill Decals

Size: 2.25 in. W x 2.625 in. H

Tags will show name and net weight, while supported by promotional text. Brand logos can be included to show the quality of the product.



Concept 2: Overview





Concept 2: Sneeze Guard/Grill Graphics Close-up





Concept 2: Header Components



Header

Size: 72 in. w x 24 in. h

Header graphic includes 3D grill and text. The phrase "Get rollin'" implies roller grill without using the word "grill." Overall color scheme was established to simulate heat and charring.

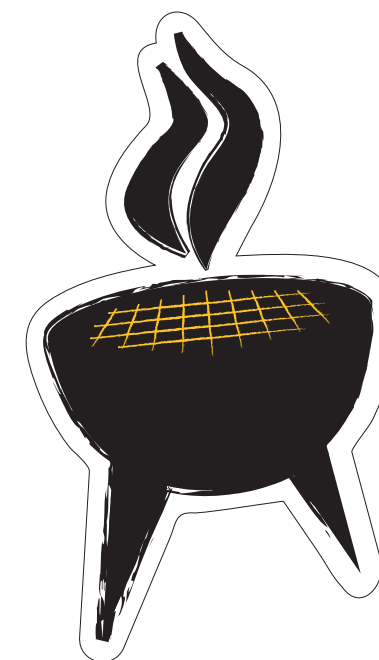
The back side of opposing graphic (i.e. Get roasted.) will be colored black to create a back drop for the RollerDEALS header.



RollerDEALS Phrase

"RollerDEALS" will give GetGo's grill items an exclusive identity versus all other "2 for \$2" promotions. "Anytime meals" identifies the availability of breakfast, lunch and dinner at all times

Highlighting "Any" in the Two for \$2 phrase supports the fact that all grill items are included.



Grill Icon

This icon identifies the grill area and can be used on a wide variety of promotional signage and displays.



Concept 2: Backer Panel



Backer Panel

Size: 144 in. W x 32 in. H

Backer is a pattern of GetGo Arrow treatments along with the Grill icon.

Stand-off flames can be affixed in the same fashion as the bubbles on the coffee backer if desired.

NOTE: Height of backer was increased to make flames more visible. Opposing side (i.e. Get roasted.) would need to increase to match new specified height.





Concept 2: Sneeze Guard & Grill Graphics



Sneeze Guard Decals

Approx. Size: 34 in. W x 8 in. H

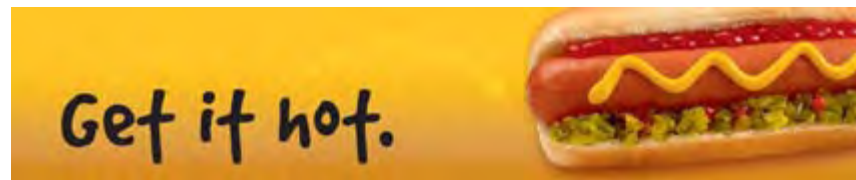
Decals will reinforce the promotion at the point-of-purchase.



Grill Decals

Approx. Size: 34 in. W x 7 in. H

Messaging to announce that food is always hot, ready to eat, and available at anytime.





Concept 2: Changeable Promotional Signage



Changeable Promotional Sign
Approx. Size: 30 in. W x 7 in. H

Will insert into a black channel extrusion and hang from header unit by hooks or metal cable.
It will be two-sided to allow opposing side to announce other promotions (i.e. Coffee promos).



Opposite side promotion sample



Hardware profile



Concept 2: Chili Cheese Machine & Condiment Area



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FASTENING AREA





Concept 2: Door Decal



Door Decals

Approx. Size: 29 in. W x 6 in. H

Door decal will announce the promotion as customer walks in door.





Concept 2: Grill Tags



Grill Decals

Size: 2.5 in. W x 1.75 in. H

Tags will show name and net weight, while supported by promotional text. Brand logos can be included to show the quality of the product.



Concept 3: Overview





Concept 3: Overview Version 2





Concept 3: Sneeze Guard/Grill Graphics Close-up





Concept 3: Header Components



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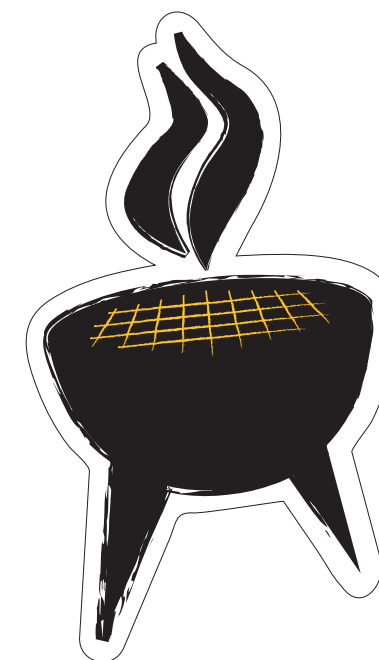
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RollerDEALS
anytime meals
Breakfast. Lunch. Dinner

Any Two for \$2

RollerDEALS Phrase

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Concept 3: Changeable Promotional Signage



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Opposite side promotion sample



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Hardware Diagrams

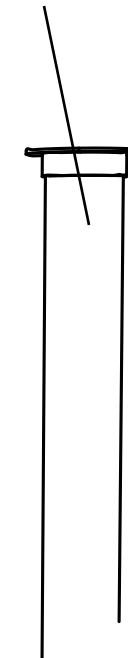
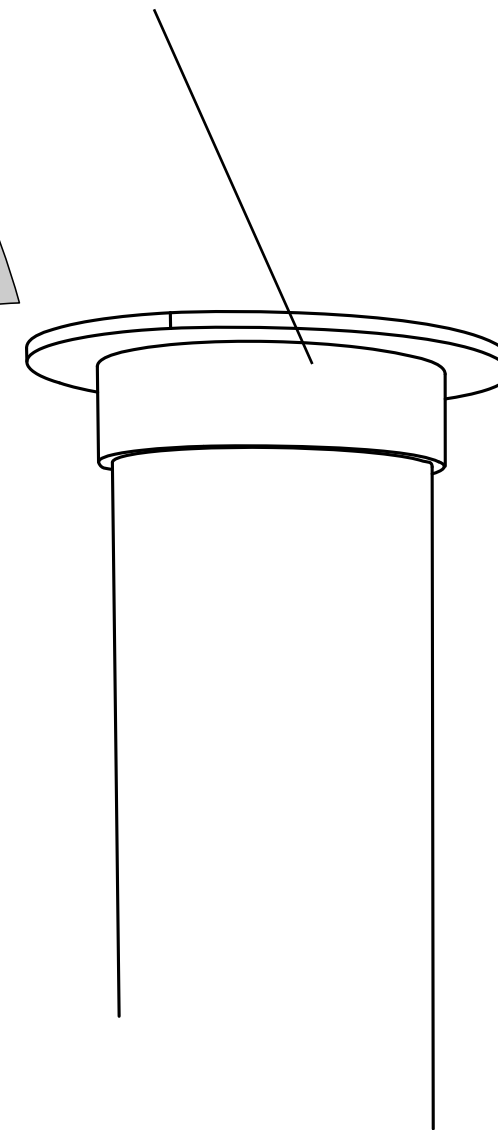
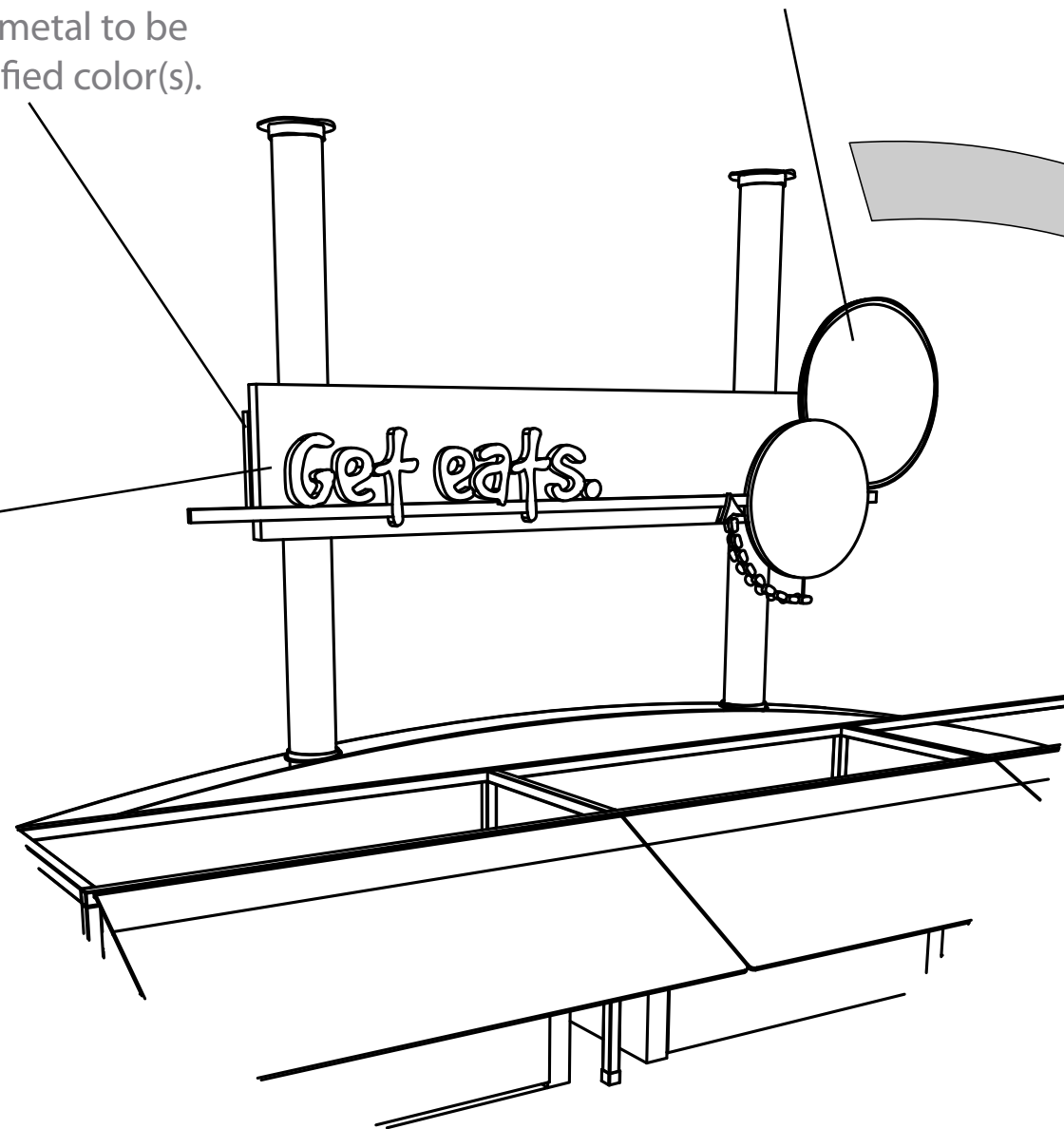
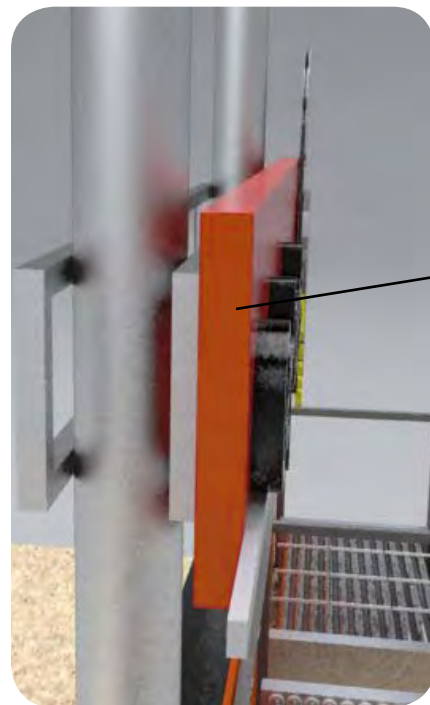


1" square 18ga structural frame with vertical supports mounts to back of sign(s) and affixes to poles with concealed fasteners. All metal to be powder coated to specified color(s).

Fabricated changeable panel with a PVC back panel and acrylic face with clearance for .030 slide-in graphic.

Finish collar for drop ceiling. For open ceiling poles continue up and tops paint out same color as ceiling.

4" round hollow steel tubes cut to various lengths to meet ceiling requirements per location. All poles to be powder coated per specified color(s). Poles will have finish collar at bottom where they slide through the back panel component.

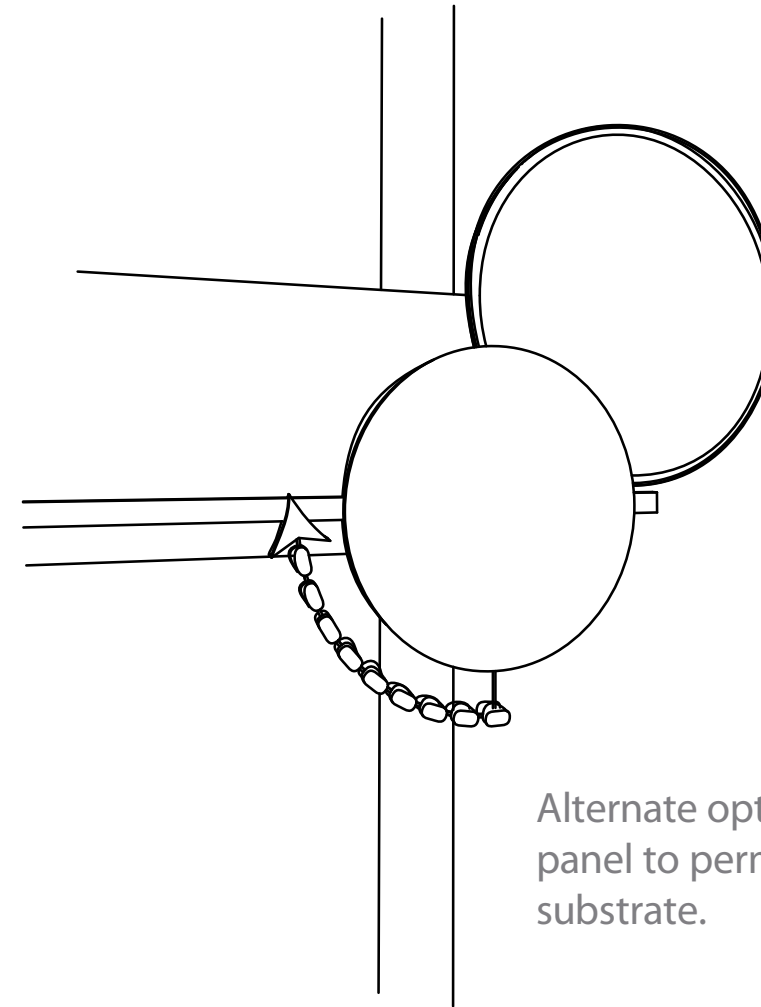
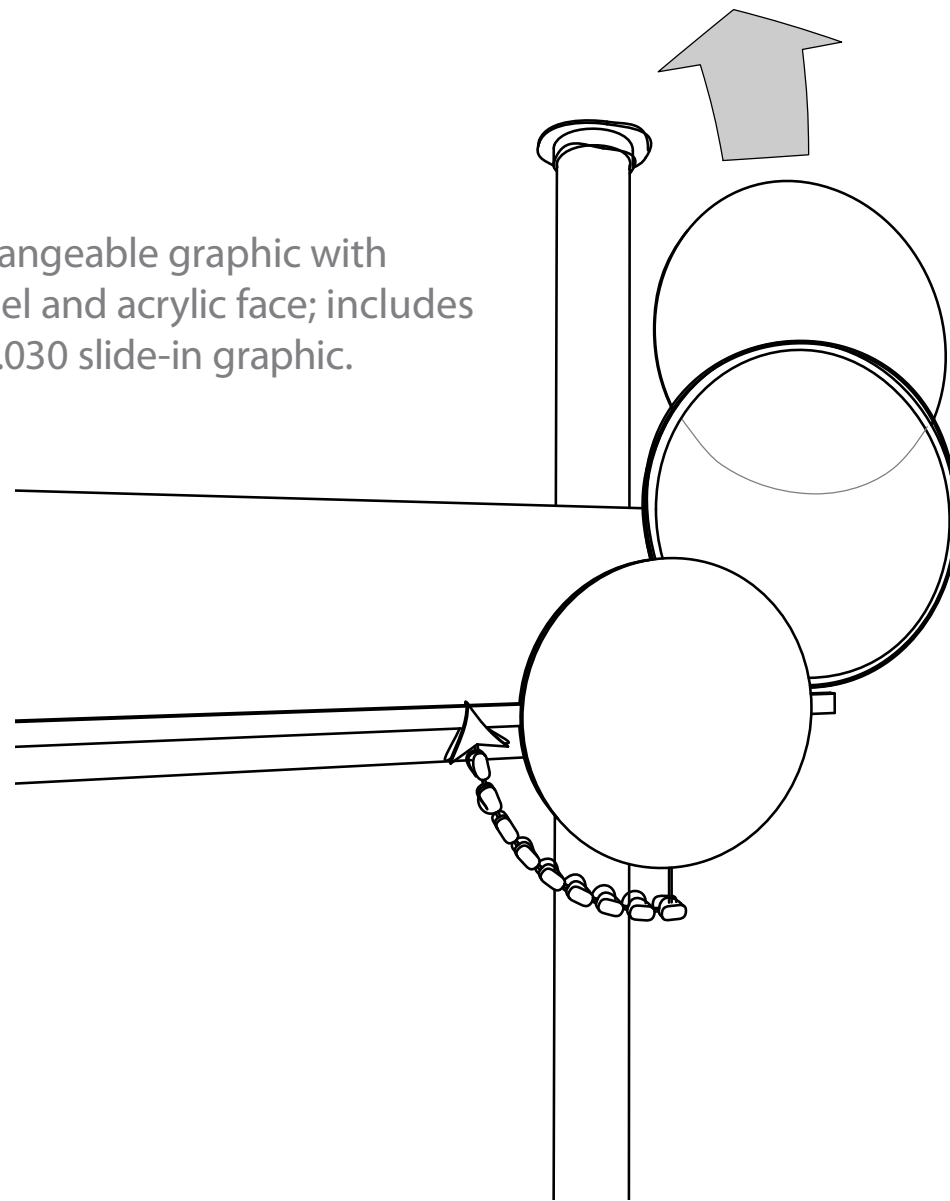




Hardware Diagrams



Fabricated changeable graphic with PVC back panel and acrylic face; includes clearance for .030 slide-in graphic.



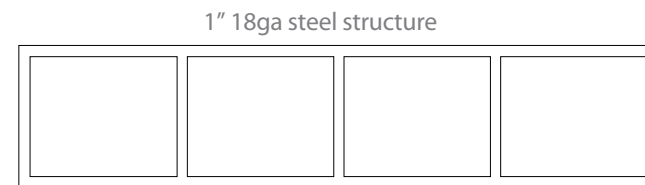
Alternate option: Velcro graphic panel to permanent signage substrate.



Hardware Diagrams

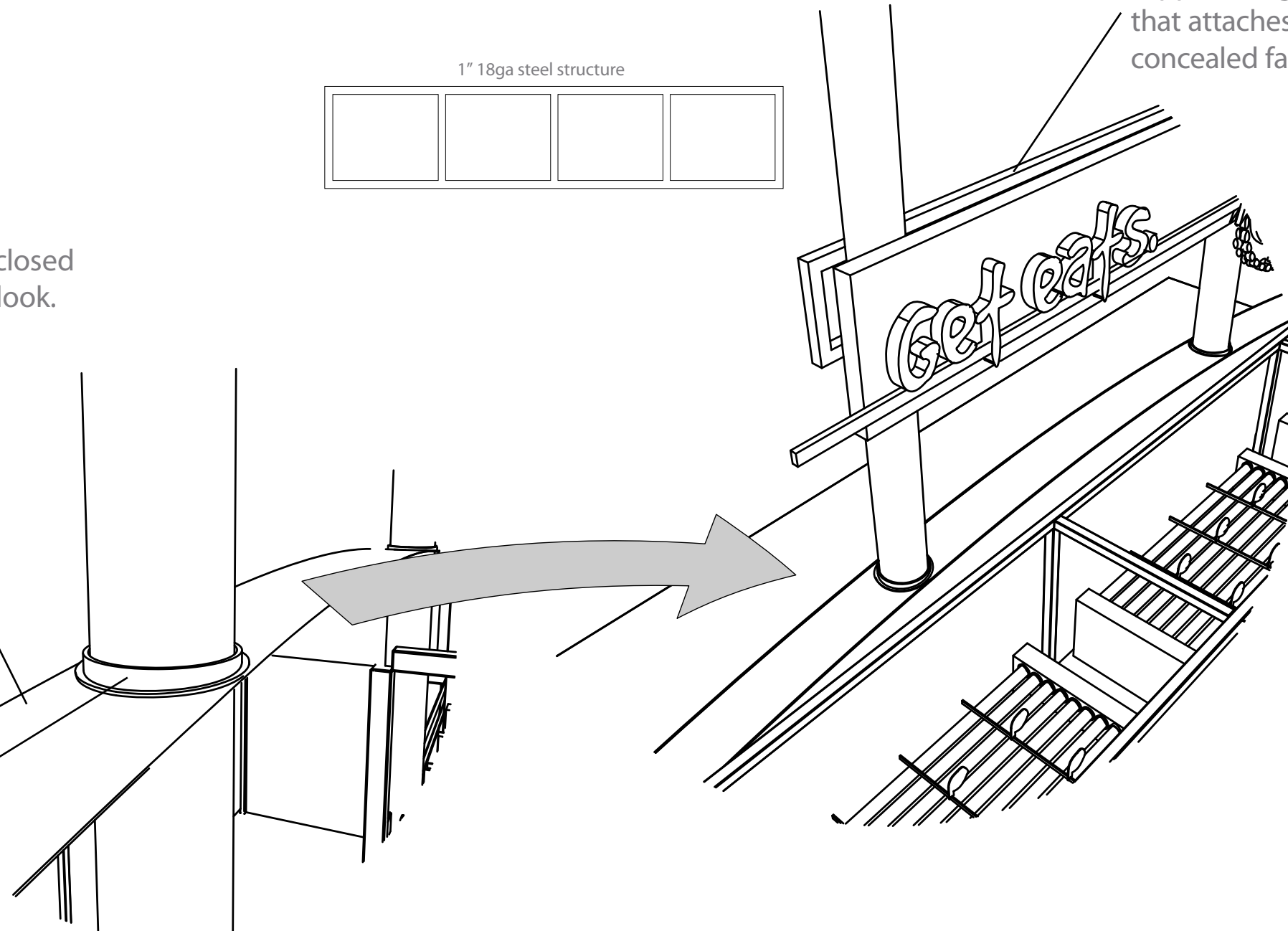


Back panel components are closed on all sides to give a finished look.



1" 18ga steel structure with vertical supports. Signs attach to structure that attaches to poles with concealed fasteners.

Pole collar for clean finish.





Other Possible Phrases



Any of these phrases can replace the chosen ones in this presentation.

Get cookin'
Get satisfied
Get it hot
Get munchin'
Get it anytime
Get charred
Get food
Get full
Get fed
Get stuffed