

## Domino's In-Store Merchandising Initiative

**Involvement:** As RPI's Innovation and Development Director, I attended the initial alignment meetings with the Client and their Retail Marketing partner. In that capacity throughout the project, I was responsible for leading the POS development, coordinating the production art, and assuring manufacturing feasibility while insuring continued alignment with our understanding of the client's objectives. Through email, telephone, and several in-person meetings and visits, I maintained direct communication throughout the project with numerous team members ranging from freelance copywriters to Agency Creative Director, and Directors of Operations for Global Accounts. This communication was essential to insure our design and production teams would get the correct answer from the appropriate person in a timely manner. I conducted store audits by traveling to several regions of both Canada and the United States. From the store audits, my team determined the best general location to install each merchandising element within the stores, and identified which POS elements needed significant flexibility in size and materials to accommodate those varying locations. I had hands-on involvement with my team in taking the POS concepts and creating full scale, working mock ups. Several rounds of those mock ups were installed in the Canadian locations, by me and my team, for consumer testing. From the consumer test results and store audits, I modified and developed structural die lines and conducted multiple rounds of materials testing, printing technique tests and hardware modifications. Key learns and innovations from my previous projects aided throughout the testing phase of the POS element development. To ensure the manufacturing and assembly quality of the final POS elements, I assisted RPI's plant manager with training and oversight.

I maintained essentially the same role for the development of the US merchandising materials. The US process became slightly more challenging when Domino's changed their Brand positioning mid-way through the development process. My team and I collaborated with Domino's Media AOR to find a creative balance between the new Brand Identity, which was mainly Media focused, and the existing, research and testing based look. The creative for every POS element was modified to achieve that balance.

**Summary:** When all of the orders are placed and the final wave of installation is completed, my team will have executed a record number of printed elements for a Domino's in-store initiative. This initiative has already set a new standard for effective brand communication at the store level within the Domino's system. Currently POS elements are in process or in-store for eight International markets (4500+ stores) in seven languages with plans for all 65 markets (7000+ stores.)