

Welch's Free-Standing Sparkling Juice Display

Background: Welch's, Inc desired to merchandise and position their line of Sparkling Grape Juices with other non-alcoholic wines in retail locations. Many wine brands have non-alcoholic alternatives located in the Wine aisle next to the alcoholic version. The current in-store placement of the Welch's Brand in the Juice aisle, held the beverage at a competitive disadvantage; especially for holidays and event purchasing occasions.

Assignment: I was asked to develop a free-standing merchandising floor display for Welch's brand of Sparkling Juice. Creating a small, free-standing display would allow the beverage to be shopped in various locations including the wine and seasonal aisles of Kroger grocery stores.

Execution: Working upstream with the Welch's Marketing Department, I was able to generate display concepts that aligned with the initial customer needs. Through various rounds of reviews and mock-up testing, the function, design and structure of the display was significantly modified. These modifications kept the design in line with the changing needs of the customer and the changing budget. The display evolved from a semi-permanent fixture to a dress-up kit for the product packaging.

Summary: During the initial test marketing of the display in Kroger Grocery Stores, sales for Sparkling Grape Juice were up 81% vs. the previous year in same store sales for the Thanksgiving through New Year's season. This successful test led to the roll out of the display in numerous regions of the country through multiple retailers.