

shopperengagement

THE LOOK THAT SELLS

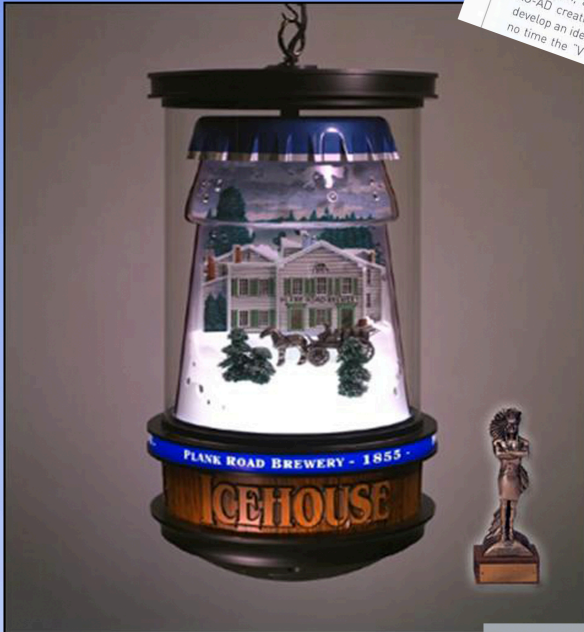
THREE EXAMPLES OF DISPLAYS THAT CAPTURE THE CUSTOMER'S ATTENTION— AND THEIR BUSINESS

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 like Sharon XG-AD 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



Mechanical point of purchase displays

I worked with design and engineering to achieve smooth motion and long product life, that met or exceeded clients expectations.

