



Bay Branding In Spencers Hyper Markets

Brief:

Hindustan Lever Limited saw the top-of-shelf in Spencer's Hyper as an excellent opportunity to draw branding mileage from.

Challenge:

However, there were many limitations in using the space. First and foremost, the top space is used for stocking pallets and cases for replenishment of saleable stocks just below. As a result, this space had to be accessible at all times. Then there was the bigger challenge of using the space without any drilling or physical alteration to the shelving structure. Most importantly, for any solution to work, it had to be simple and sturdy to go through continuous use by store handlers.

Solution:

Marketing In-Store Services manufactured an inverted spring-loaded, pull-down banner mechanism that overcame all the challenges. It met basic needs through the ability of the curtain to retract fully and safely.

The curtain was also able to stand continuous, strenuous use and not malfunction.

The biggest achievement was to mount the units on the shelf without any physical changes to the shelving racks, and service it with minimal disturbance to store operations. This has been achieved by using clamps suitable to the store fixture – for instance, the clamps in Hyderabad are different from the ones in Ghaziabad.

Results:

One of the largest branding presences in-store for any company achieved by using the most ideal air space.

Brand communication at the point of purchase provides possibly the biggest presence a marketer could desire in a modern retailing environment. Recall where decisions are made!