



## Pepsi TV Floor Stock Unit



### Brief:

Create an impactful interruption to bring the ongoing brand communication to the point of sale. Given that the multi-serve pet was the focus for in-home consumption, the POP had to display the 2 litre pets.

### Solution:

In order to create a link with the TV without using an actual TV, a TV dish antenna was used. Further, it was mounted on a pillar-like structure to convey a feeling of the dish extending out into the sky, also to making it stand out against the clutter in the store. The whole unit, including the dish, was branded with visuals of the ongoing brand communication.

At 3x3 feet, the FSU was large to make a strong impact yet small enough to be easily accommodated in the stores.

The unit was made of MDF and was sturdy enough to hold 72 bottles of 2 litre Pepsi.

### Result:

Pepsi saw increased through put on the 2 litre pack and a general uplift in the overall sales in stores where the unit was placed.