

2008 POPAI Outstanding Merchandising Awards

Fifty Years of Momentum — Topped by One Great Year of At-Retail Solutions

The 2008 POPAI Outstanding Merchandising Awards (OMA) Contest is celebrating its 50th Anniversary this year.



This year, hundreds of questions based upon length divisions were further Entertainment, Snack Care, Home and Garden North America's new Private brand marketers, and r

Mass Merchandise Retailer

GOLD — PERMANENT

Meyers for Ryobi Lithium Home Depot Endcap

Deployed in support of the new Ryobi One+ Lithium-Ion battery and tools in Home Depot, this under \$200 endcap – produced for TTI by Meyers (www.meyers.com) – grabs attention and creates dominant brand presence on the end-aisle racking as it announces the new tool family. Displaying the new Ryobi One+ options for sampling, and ensuring adequate merchandising space, this display uses the bright green color of the Lithium brand in its brightly printed graphics and glowing acrylic, and offers an easily assembled heavy duty base for tool presentation to consumers. The brightly colored display dominates the tool category, commanding the attention of consumers. The



display oozes a "high-tech" feel that draws consumers in to the illuminated product bases for closer inspection. Product inventory is conveniently located below the display, where consumers can further research features and select products for purchase. The unit is highly innovative and attractive in the tool retail category, and provides significant visual appeal in a high-traffic store location. Retailer and brand fielding costs were minimized by shipping the display "knock down," assembled by Ryobi field personnel for the retailer. The unit was the leading retail marketing element in Home Depot's 2007 holiday promotions, when tool sales spike. This retail marketing execution complemented an integrated media effort to launch the new technology. The launch was so successful in exceeding forecasts that production had difficulty keeping up with product demand.