

BISH CREATIVE

FRITO LAY

The assignment was to create a visually impactful display introducing the new intense flavor line of Flaming Hot Frito Lay products. This piece needed to proclaim intense flavors from the second a consumer walked into the store, as the shop time in convenience stores is typically less than 2 minutes.
The goal was to create a 3D, visually impactful jalapeno pepper with incredible detail, from the vacuumed formed bottom tip to the sides of the pepper, to the top stem. This display looks and feels like an intense flavor destination. As consumers walk into the store, in particular convenience stores, the concept of a snack item is very well understood and intended, however which product to purchase may not be determined. The goal is always to create an impactful display, drawing the consumer to only shop from creative merchandising displays, such as this. This fun and engaging approach to merchandising fits the 4Fs. Form, Fit, Function and Fun. To date over 3,000 units have been placed with additional units in progress.
See more on Frito Lay on our Website.

ADDRESS:945 TELSER RDLAKE ZURICH, IL 60047
CALL:(847) 438-1500
WEBSITE:WWW.BISHCREATIVE.COM

Visual Market Retail (VMR) is a division of wests Design Consultants Limited Copyright © 2025 Visual Market Retail

WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625