

UNIVERSAL

HERSHEY ICE CREAM DESTINATION

Personifying the nostalgic ice cream sundae shops and modeling the candy toppings in a free-fall in larger-than-life perspective commanded shopper's attention. It connected with their innovative ideas for using Hershey's toppings in conjunction with frozen treats. Our call to action and close to the sale was a simple command to "Top it off!" which efficiently described exactly what the shopper could, and should, do with these two products.
Dimensions: 45”w x 18”d x 89”h
Materials: wood, sheet metal, magnetic graphics, clear acrylic, 3D molded foam
See more information at www.udfc.com

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