

UNIVERSAL

KICKSTART 4’ ENDCAP FOR WALMART

PepsiCo needed to win endcap space for its new Kickstart brand by Mountain Dew in a neighborhood retailer known for value. We created this 4’ slice endcap to be shopped from 3 sides to feature the maximum offerings of their new flavor variations. The design bent the conventional lines for the retailer, while offering a platform for a multi-seasonal change out program that tied in with national events. The unit displays both single-serve and multi-packs of the Kickstart offerings to establish a destination for multiple shopping occasions. The subtle bow at the front of the display makes it visually appealing and the relevance of the graphics invite the customer trial with the allure of something new.
Dimensions: 48"w x 21"d x 74"h
Materials: sheet steel / tubular steel / wire / PS plastic
See more information at www.udfc.com

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