

UNIVERSAL

SMARTFOOD POP DISPLAY

Frito-Lay asked us to create a permanent solution that would merchandise the premium Smartfood brand. We created a bold, new destination for Smartfood popcorn flavors on a display, setting the brand apart from the competition. Specific footprint details were provided. Frito-Lay wanted to drive excitement for this snack segment and secure incremental space and volume in store. The size and shape of the display allowed for optimal flavor choices to be displayed making the purchase decision simpler for the shopper.
Dimensions: 23”w x 25”d x 60”h
Materials: wire, sheet metal, acrylic
See more information at www.udfc.com

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