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Homemade Bud Display Gets Playing Time

By Erica Walkup

ST. LOUIS — Although ideas for in-store displays often come from a brand's marketing department or P-O-P producer, that was not the case for a recent effort by **Anheuser-Busch Inc.**, whose designs for its life-sized football player display, a veritable packaging sculpture, originated from a much less likely source.

"The idea of creating life-sized athletes out of Budweiser and Bud Light packaging came to us from our wholesaler in the Phoenix market, where the local merchandiser was creating these unique displays by hand," says Dan Hoffmann, vice president of corporate identity.

It's now being rolled out as part of A-B's national football promotion, a top-selling season for beer makers, and expects to work its way into the Super Bowl campaign in December when Anheuser-Busch adds its traditional Bud Bowl P-O-S. If the displays prove successful with football, they may be extended for use with other sports.

The original display, created by a sales representative for an Anheuser-Busch distributor, was assembled using empty 12- and 24-packs of Budweiser and Bud Light and received a lot of attention when placed in one of his top-performing stores. News of the display's popularity, which took nearly seven hours to build, eventually made its way up to company headquarters.

A-B then took the sales rep's idea and incorporated it into its football platform. The Budweiser "athletes," who

have yet to be given a formal name, hit national retailers in August and will be used throughout the fall to complement other football-themed promotions. Wholesalers were asked to be selective about where the displays were placed, and additional football-related signage was created for optional use with the Bud-dressed ball players.

"Sometimes the best ideas come not from display designers, not from the agency, but from the people who day in and day out use the P-O-P provided to them," says Brian McCormick, vice president of sales and marketing for **Rapid Displays**, the Chicago and Union City, Calif.-based company hired to mass-produce the display.

Measuring 36 inches wide by 80 inches tall by 30 inches deep, 968 displays were produced and shipped to retailers broken down, who received comprehensive instruction sheets for putting the numbered pieces together. Each piece is three-dimensional and attaches via locked tabs.

Instead of hand-cutting actual Budweiser packaging as the original designer did, Rapid Displays used litho-printed sheets mounted on E flute corrugated to recreate the Bud boxes. Dies were made to mass-produce the displays.

"Anheuser-Busch and our wholesaler family are excited to utilize these athletes to enhance our product displays during the upcoming football season. The scale and striking nature of the unit promises to draw positive attention to Bud family products nationwide," Hoffmann says. ■



Rapid Displays recreated the original Bud package display for use with Anheuser-Busch's various football-related promotions.