

## Halloween Gate Display is Festive, Flexible

**Product:** Bacardi Silver

**Number of displays:** 1,500

**P-O-P company:** Rapid Displays, Chicago and Union City, Calif.

**Distribution:** Supermarkets, convenience stores and liquor stores

**Introduction:** September 2005

**Duration:** Six weeks

**Construction:** Corrugate

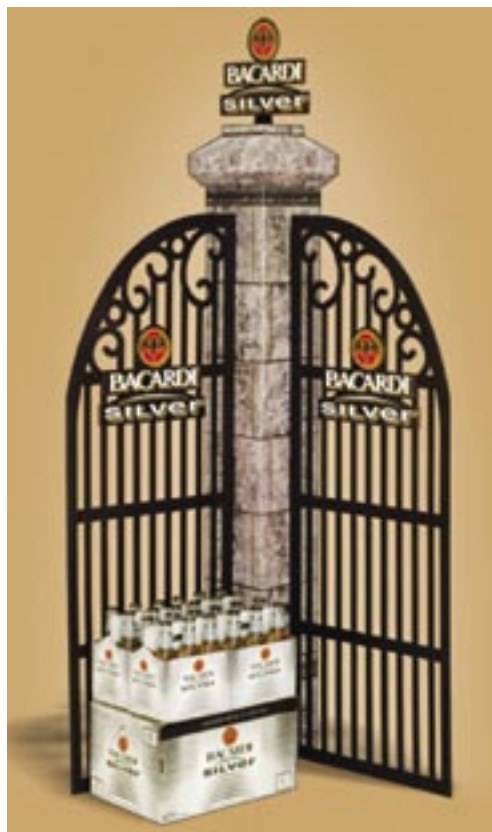
**Set-up:** Anheuser-Busch wholesalers

With adult Halloween parties boosting seasonal beverage sales, it's only natural that a malt beverage with a bat as a logo should capitalize on the trend. Last October, St. Louis-based **Anheuser-Busch Inc.** supported its Bacardi Silver brand with a Halloween-themed display that resembled the spooky outside gate of a haunted house or graveyard.

The displays were used in the six weeks leading up to Halloween. Dan Hoffmann, director of sales promotion for A-B, says the Bacardi Silver Halloween display was designed to create a secondary point-of-purchase location that prompted consumers to associate the product with the upcoming holiday.

"Bacardi Silver was especially positioned to capitalize on Halloween's spooky theme due to its signature Bacardi family emblem, the black bat," he says. "Few products are a natural fit with Halloween the way [this one] is."

The merchandiser, which was part of a national promotion that included other P-O-P materials such as case cards, image columns and cooler door stickers, also needed to be adaptable to a wide variety of spaces within liquor, grocery and convenience stores.



This Bacardi Silver floorstand drew attention in the weeks leading up to Halloween, and capitalized on the brand's bat logo.

"Because the product was still in its early stages, we needed to produce a flexible display that was attractive and could be used in several configurations based on space availability," Hoffmann says.

**Rapid Displays** of Chicago and Union City, Calif., produced the corrugated floorstand. It consisted of a central pillar that resembled stone, with "iron" gates on either side. Product was stacked in front. It measured approximately 26 inches wide by 6 feet tall, but the sides could be adjusted to fit space as needed.

"The flexibility and small footprint of the display allowed for its use in small or large areas of both grocery and convenience stores," Hoffmann says.

A-B wholesalers set up the displays, which were designed to hold five to 10 cases. According to Hoffmann, approximately 1,500 displays were distributed. He says the display was a win-win endeavor for everyone involved.

"In addition to moving product, the display's easy assembly and flexibility of size were attractive to both wholesalers and retailers," Hoffmann says, adding that holiday displays are especially effective among the product's target audience of 28- to 34-year-old females seeking an alternative to hard liquor.

"In order to help introduce more adults to the product, Anheuser-Busch continues to develop dynamic secondary displays relevant to specific occasions and holidays," he says. "By creating these in-store displays, we are drawing attention to the product in a location dominated by adult female shoppers." ■