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Mission Celebrates Disney Anniversary

IRVING, TEXAS— To help kick off an 18-month celebration commemorating the 50th anniversary of Disneyland, **Mission Foods** has created a kid-size tortilla product that incorporates edible Disney tortilla decals. A colorful tower unit is merchandising the limited-time-only product in supermarkets nationwide through the end of this month.

The corrugated unit began shipping to stores after the announcement of the anniversary celebration in early May, says Asima Syed, senior vice president of marketing at Mission.

The base of the display is a red modular tower unit that Mission has used for past promotions, including last fall's introduction of the Twilight Zone Tower of Terror ride in Disney's California Adventure theme park (where there is a working Mission factory).

"We have found that this unit is very versatile and great for merchandising tortillas," says Syed. "We dress it up for different promotions. In this case, we dressed it up with side panels, which give us communication space, and we also created a topper. With the opportunity to promote Disney and use Sleeping Beauty's castle and the ear icons, we went all out and made the topper visually interesting and multi-dimensional."

Fogarty Klein Monroe (FKM), Dallas, designed it. "One of the real innovations was that they were able to make this even

easier for our distributors to set up," she says.

The header folds upward and flat so when it's opened, distributors simply have to tuck the panels into slots. "These are not multiple pieces that you have to jigsaw puzzle together." **ImageTap**, Dallas, handled the illustration and **Rapid Displays**, Chicago and Union City, Calif., produced the topper.

On the display, there are four side panels being used to explain to consumers how the product works. "It was important to us that they know we're celebrating the 50th anniversary and that we actually show a decal going on to a tortilla because we think that's what's so interesting and fun for children," says Syed.

Syed says the company produced approximately 7,000 displays and about 20% of them have side panels that are written in Spanish.

The display holds 120 packages, has a 2-foot-square footprint and stands 5 ½ feet tall. Recipe card holders were also included at the top of the tower.

Disney approved every part of the promotion. "There are color guidelines, creative guidelines, use of logos, use of characters — they have a lot of input," says Syed.

Additional Mission efforts include an FSI that dropped in June, a recipe contest for kids and a program with Radio Disney, which included parties at a number of retail locations.



Roughly 20% of the 7,000 displays produced for this promotion included Spanish-language side panels.