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IN STORE SOLUTIONS



AUSTRALIAN INNOVATORS WIN TOP AWARD AT NORTH AMERICAN POPAI AWARDS

On 19th March 2008 in Chicago, Australia's **Creative Instore Solutions** took home the top award at the 50th Anniversary **North American POPAI OMA (Outstanding Merchandising Achievement) Awards** for their excellent **Red Bull Refuel Bowser** produced for Red Bull GmbH.

The annual **POPAI OMA Awards** recognise the most innovative and effective marketing at-retail displays that lift sales and engage shoppers. **Creative Instore Solutions** were doubly feted taking home **GOLD** in the **Multinational Permanent Category**, and the overall top prize of 'Display of the Year' in the Permanent Category.

Located in Sydney Australia, and with branches in China, North America and Europe, **Creative Instore Solutions** proved their mettle with their award winning answer to the Red Bull brief: to create an unrivalled destination display point for fuel and convenience outlets across the globe.

Red Bull Bowser Results Snapshot:

- In 30 countries worldwide
- Sales targets exceeded by up to 30%
- Brand in-store visibility and retail presence lifted from 20% to 40%
- Adheres to the Green footprint requirements for Europe, setting standards for the international community

"This is a fantastic achievement for all involved and a great way to showcase the talent in Australia on a global platform."

Tom Harris – Chairman POPAI Australia & New Zealand

At the end of the day excellent creative is one that works emotionally across all levels and sells itself. The appearance of the bowser handle was modelled off the very first Shell pump handle ever made, creating an innate desire to touch it and connect on a nostalgic level. This appeal speaks directly on an emotive level to the male target market, as well as the petrol store owners and operators themselves. In this way, the design itself creates the connection to the Red Bull brand, and does away with the need for language, to create a product instantly recognizable on a global level.

"Refuelling the emotional connection was the key driver behind the design of the winning Red Bull entry in the OMA 50th Awards. You just have to touch it! The Red Bull Fridge nails the emotional connection with the shopper. Winning the Permanent Display of the Year is a definite career highlight."

Steve Howell – Managing Director Creative Instore Solutions

The successful Australian test market cooler became an instant hit in the global market. The look of the cooler was deemed visually relevant to all markets and over the last 24 months has been shipped and placed in over 25 countries including the USA, Canada, UK, India, Brazil, Austria, Hungary, South Africa, New Zealand, Australia, Switzerland, Israel, Saudi Arabia, Dubai, Spain, Sweden, Ukraine and Poland.

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The **Red Bull Bowser** has kicked sales growth into double digits where ever placed. The sales target for the unit internationally was 10% versus base line, an aggressive target, but which was met and exceeded by up to 30% in some cases.

The Red Bull brand in-store visibility and retail presence has lifted dramatically to 40%, exceeding the brand awareness target of 20%. This has been achieved as a direct result of the high shopper appeal and the playful interaction of the unit that engages the consumer with the brand. This combined with the small footprint ensures its placement near the front counter and is keeping it there.

The unique Bowser style unit has also generated excitement with the retailers. This cooler is perceived as being one of the first coolers to integrate with the retail environment and not be a standard square box with brand graphics. From a retail perspective, Forecourts and Petrol stations have demanded this unit more frequently than any other Red Bull fridge globally due to its unique look and visual fit in the environment.

Creative Instore Solutions blends creativity with structural engineering, enabling them to challenge cooler production norms and achieve such an outstanding result for Red Bull. These solutions included:

- Innovative use of materials and processes required to create the bowser look, with the main body built from high impact quality fibre glass. The process is called advanced material resin transfer – not used before in this environment or application.
- The engineering required multiple tools and the combination of complex processes that blended metal base support structures, injection moulding techniques for the grill, die casting for the handle, spray painting two pack of the body for durability, lenses sticker for branding, four colour process for the header, aluminium door frames and extrusion, and free screen vac forming for the headers. All chrome parts had to be vacuum metallised.

One of the cornerstones of **Creative Instore Solutions** is to approach each project from an environmental sustainability perspective. This long term vision starts with the designers, providing unique challenges that **CIS** are committed to meet as a response to the changing needs of the global consumer market. The **Red Bull Bowser** has been designed to also use natural gas that doesn't emit CFC into the environment and the plastics and metals are all recyclable reducing the carbon footprint. Each unit was then cartonised on a 100% recyclable pallet. This efficient use of materials and resources meets the Green footprint requirements for Europe, and sets standards for the rest of the world.

The technical specifications for the **Red Bull Bowser** were extremely complex as the fridge had to be compliant with international certifications around the world. As a global company, **Creative Instore Solutions** can tap into international expertise with their team in China providing the backroom sophistication that enabled the unit to meet the international certification requirements for USA ETL, CE for Europe and SASO for the Middle East.

Creative Instore Solutions are extremely proud to be the winning recipients of the overall top prize at the **50th Anniversary North American POPAI OMA Award for 'Display of the Year'** in the Permanent Category as well as **GOLD** for the **Multinational Permanent Category**. They congratulate Red Bull on their vision and culture which allowed **CIS** to pursue this exceptional non traditional solution.

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ABOUT CREATIVE INSTORE SOLUTIONS

Creative Instore Solutions began in 1995 in Australia as a small boutique powerhouse that blends creativity with structural engineering to make dreams into realities. It's a winning combination that has enabled them to develop a blue chip client base. **Creative Instore Solutions** now have offices around the world in China, North America and Europe with a global network of design, manufacturing and logistics.

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Creative Instore Solutions are internationally recognised as a highly innovative design organisation who is proactively customer focused and exceptionally efficient and effective at supplying point of sale (merchandising) solutions. Their team of creative experts, conceive and execute concepts that hit the heartland of the brand and transcend cultural boundaries.

“One of the key cornerstones of our success is the team we have built around us. We have blue sky designers who work hand in hand with structural engineering designers and production planning teams. This combination ensures our clients are offered designs that not only move the brand closer to the emotional equity of the brand owner, but offer sustainable designs that can be manufactured cost effectively on small or large runs.”

Steve Howell – Managing Director Creative Instore Solutions

Award winning work includes the *Red Bull Bowser* cooler unit, the 2007 Microsoft Vista and Office launch permanent and temporary display, Pepsico flat pack rack for Smiths Chips, Pernod Ricard mini wine counter, Nobby's Nuts counter unit, permanent display for Cadbury Schweppes, Panasonic batteries, Twisties Semi Permanent & the Trebor 24/7 Permanent Rage.

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