



# PepsiCo Australia and Creative Instore Solutions roll-out 'Golden Triangle' units

PepsiCo Australia and Creative Instore Solutions have rolled out innovative new 'Golden Triangle' display units targeting the petrol station and convenience route front-of-store location.

In the petrol station and convenience route, the 'Golden Triangle' represents the area from the entrance of a store to each end of the counter. Designed as small footprint displays that take up as much space as a piece of A4 paper, the Golden Triangle units have been developed to help retailers increase sales of salty snacks and packs from the PepsiCo Snackfood range that include Red Rock Deli and Smith's potato chips.

The units were developed after extensive research indicated that 46 per cent of snacks are bought on impulse and that 30 per cent of snacks were bought away from the main home

location," PepsiCo Australia Trade Marketing Manager Debbie Schubert said.

"We wanted a unit that would help retailers with minimal distraction, would be easy to navigate and manage, not to mention last through seasonal and promotional changes.

"Most importantly, the stocked display needed to engage with shoppers walking in to the store and that is exactly what we got with the Golden Triangle units. They help the retailer by putting highly impulsive snacks in the golden triangle where the shopper is most likely to purchase on impulse, thus increasing basket size for the retailer."

"For Creative Instore Solutions, this was all about working with the client to understand their business objectives and develop systems that would create new revenue pathways," Creative Instore Solutions Managing Director Steve

Howell said.

"The premise for the design of the Golden Triangle units is that retailers are often short on space and looking to maximise profits from products they stock and sell. By designing a unit that requires just an A4 paper-sized space that is strong on brand and 'call outs' to the shopper, we've given retailers the tool required to increase their sales throughout the year."

The Golden Triangle units are currently being deployed at independent grocery and impulse stores across Australia. ■

