

Multi-Channel Promotions



At Richardson, we offer a wide array of in-store solutions to our clients. By partnering with us, clients are able to execute multiple point-of-sale promotions across many channels, all with one solutions provider. For example, our team has worked with Oberto Brands® on everything from aisle violators and shelf strips to half pallet promotions.

POP SIGNING: AISLE VIOLATORS & SHELF STRIPS

- The Richardson Team walked several stores with the client to discuss objectives and develop ideas that would stand out from the competition.
- Our design team produced 3D renderings for the client so they could not only see the signage solutions but also picture them in the actual store environment. This is not only key for the client's understanding but allows them to present their promotional ideas to the buyer in a more concise and impactful way.
- Measurements were taken based on the fixturing and shelf space in-store and the Richardson Team set artwork, accordingly. Several rounds of mockups were made and set in-store prior to finalizing design.
- Signing was litho printed and die cut in-house at Richardson. They bulk packed and shipped to the client's merchandising company for execution in-store.

PALLET DISPLAYS: NITRO CIRCUS® ½ PALLET

- Client wanted to "connect the biggest name in action sports with the best tasting brand in jerky" by producing ½ pallet displays that would ship to key Walmart stores that were in proximity to each event location.
- Customizing local events would drive sales and create excitement around the brand.
- The Richardson design team created a "dump bin" style ½ pallet to accommodate four flavors of jerky. We incorporated goal post signing into the display and wrapped the base with Nitro Circus graphics.
- White mockups were produced and loaded with product for presentation purposes.



"As my company was looking to drive brand awareness and generate consumer trial, we contacted the Richardson Group to discuss options and gain their expertise for on-shelf recommendations. Their team is very knowledgeable and collaborative, and they were able to help with multiple initiatives on our brand. They listen to your needs and efficiently produce to meet or exceed expectations. In addition to their customer-focused mentality, they are simply fun and good to work with. Christine and her team do a great job and I highly recommend them."

Director of Sales, Walmart & Sam's Club

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