



InComm's Holiday Gift-giving Fireplace

InComm is a leading provider of prepaid products and gift card category experts, managing the prepaid card process end-to-end for their retail and brand partners worldwide. They approached Sonoco Display and Packaging in order to increase sales over the prior year's holiday gift card destination display for Rite Aid and Gift Card Partner Participants by providing an ambient holiday design that would command shopper attention.

Sonoco is a global provider of consumer packaging, industrial products and services, protective solutions and display and packaging services. From our headquarters in Hartsville, S.C., and more than 330 operations in 34 countries, we produce packaging for a variety of industries and many of the world's most recognized brands, serving customers in 85 nations.

Case Study:

SONOCO DISPLAY AND PACKAGING point-of-sale display

The Challenge

In a busy holiday season, InComm needed to stand out from the crowd, reaching consumers in-store to maximize convenience by letting them satisfy all of their holiday shopping needs in one place.

The Solution

Sonoco conducted an exploration of holiday themes and worked with the customer to select a Holiday Gift-giving Fireplace theme. To achieve a commanding presence in a compact footprint, our design team heightened the display to a 6-foot tall structure and used color, shape and texture to maximize eye-catching power in a busy holiday retail environment.

Graphics depict a masonry and brick-constructed fireplace. The hearth boasts a blazing, cozy fire licking upwards from die-cut wooden logs punctuated by "sparks" of blinking LED lights ablaze in red, yellow and orange. The masonry mantel is decked with pine boughs, red ribbon, LED-lit snowflakes, pinecones and whimsical stockings. Decorated pine boughs circle a brick chimney, providing the perfect backdrop for an assortment of gift cards. The displays arrived to Rite Aid floor-ready, with lights activated during assembly. Store associates simply removed shroud and one-piece construction hook fillers that protected the gift cards, SBS garland with LED lights, and the die-cut bows at the top of the chimney.

The Result: Happy shoppers, happy retailers, happy holidays

Featuring 72 card facings, the display communicated choice, letting shoppers know this would be a comprehensive one-stop location for holiday gift shopping. The fireplace concept allowed the entire variety of card categories to be planogrammed and shopped at a comfortable height. The design helped enhance holiday ambiance, command shopper attention and drive sales. InComm received feedback from the field that the display "size was perfect for the sales floor this year" and received "lots of compliments on the design and ease of set up." The display won a 2016 POPAI OMA Silver Award.

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