

SOLUTIONS

Customer: Alcoholic Beverage Company
Product(s): Lenticular Display
Vertical Market: Food and Beverage/ POP

A well-known (alcoholic) beverage company used a 3D display in conjunction with their product, located in 3 test stores. During the research, they randomly asked consumers that selected their product the reason for their purchase.

- 21% of the consumers stated that they normally do not drink that brand, but because the display was so unique, they thought they would give it a try.

When the test was completed the Beverage Company returned to the test stores (15 days later) and asked consumers if they remembered the 3D display.

- 91% of the consumers recalled seeing the display
- 31% asked about the product
- 34% could not recall what the competitors display (conventional 2D printed) looked like
- 1.3% demonstrated a change in brand loyalty



Examples of lenticular POP Displays