

Winning Instore | Second Placement tools

I Totem display

An eye-catching totem pole with strong branding and many promotional communication possibilities will stand out in the DIY outlet. The so-called totem display is exactly that. It can be located anywhere near the paint aisle, or at other relevant places.

The offered pre-deco products don't need to be in promotion themselves. This is not an up-selling tool but more focused on facilitating repurchases and reminding shoppers about their latent need for more universal filler products.

It can easily be replenished from the top with one or two different products at a time.

The totem displays have one large tube for additional promotional communication posters.



Information

Supplier	
HDL Display, Zandfort 17, 4631 RK Hoogerheide, Netherlands, www.hl-display.com, +31 164 662 660	
Price (approximately) per unit	€65 / €85 (depending on order size)
Lead time	8 weeks
Outer dimension shipping package	81 x 33 x 117 cm
Outer dimension unboxed and assembled	188 x 64 cm (H x W)
Assembly guide	Yes
Weight	5.1 kg
Material	PVC and Plastics
Minimum order quantity	1 item
Content of product	144 Tubes
Promotional communication	
Supplier (brand sticker and comms card)	Kommuniko, r.steenbakkers@kommuniko.nl
Print dimensions of poster	2 posters: 58.5 cm x 76 cm

Market	Branch	Period	Offer	Result
Netherlands	Karwei	6 months	Tube Wood filler	Lift 5.9
Netherlands	Praxis	6 months	Tube Multipurpose filler	Lift 2.5
Belgium	Hubo & Brico	All year round	Tube Quick Drying filler Tube Multipurpose filler	+25%

Objective

- ♥ Make me care
- 🌀 Enjoy making your mark
- ! Remind me I need it
- 🔄 Repeat by satisfaction

