

CASE STUDY



HOUSE *of* CHEATHAM, INC.

Est. 1924



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experience reimagined



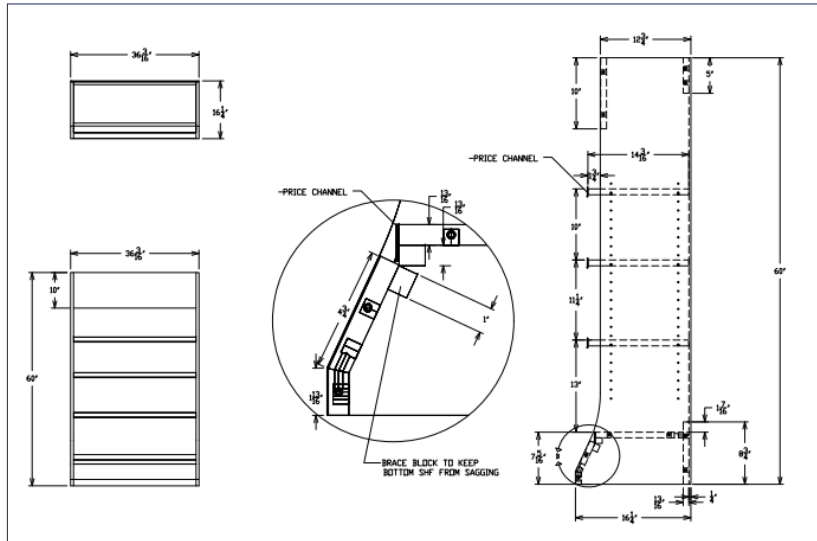
Consumer Experience Reimagined

Drummond's holistic approach included custom design for permanent product endcap displays that gives our client's brand a competitive advantage. Working with the client, our design team created and refined prototypes to enhance the products and meet retail sale needs. The rollout also included in-store graphics and installation with proof of installation.

The Challenge

The client has been in business since 1924 and is one of the world's largest multi-cultural hair care product companies. They sell products in various retail channels, including independent beauty shops that are predominantly in densely populated cities.

Drummond was tasked with designing an endcap display that would allow the client's flagship brand "Aunt Jackies" to be prominently displayed within beauty shop retail stores to increase sales and brand loyalty with both shoppers and shop owners.



Key Challenges include:

- A highly competitive industry with many brands that sell in the same shops
- No real brand loyalty with retail shop owners
- Beauty shop owners are passive about product sales
- An endcap display needs to stand out and catch the eye of the buyer



#1



#2



Reimagine The Results

Endcap marketing is a proven sales tool that allows the client's brand to create visually appealing displays that highlight their style and products inside retail beauty shops.

Our customized design process began with the client sending sample ideas of endcap displays and color themes. We created a concept design and then built a prototype. The initial prototype wasn't optimal for displaying the brand so our design team suggested a new color scheme and changes to the display design that would provide more products. The second prototype was approved.

Phase One included the production of 25 endcap displays that were installed in three different markets: Atlanta, Detroit, and Charlotte. Our install crew added the graphics in the field, displayed the merchandise with 117 different SKU's and received the store manager's sign-off on execution.

Phase Two will include producing 35 endcap displays which will go into five additional markets.

Phase Three will include endcap displays for over 100 independent retailers across the country and will be completed by the end of 2021.

Drummond's partnership with this key account had 100% support and approval in all phases by the client.



Drummond prides itself on working with clients on every step of design, production, and installation to ensure a project's success. From our Wavelength platform technology, account support, reporting, design to store level installation and merchandising, Drummond is committed to delivering innovative and unique solutions for clients.

DRUMMOND

experience **reimagined**

About Drummond

Drummond helps brands take their customers' experience to the next level by bridging the gap between digital and print, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.

GET IN TOUCH



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