

Totally Floored.

On a recent visit to a hypermarket, we chanced upon people sidestepping a floor graphic of Lifebuoy for the fear of trampling on soap...! The imagery is as vivid as real, and full points for infusing life into an illusion go to EncycloMedia Networks Pvt. Ltd, who have designed and produced this graphic. Extremely high quality and durable clear vinyl especially made for this application has been used for crafting this graphic. This graphic which gives an illusion that the product is placed on the floor is additionally very effective as it is located in the last uncluttered area of a supermarket: the floor. The organization also has worked on this campaign across 220 stores of Big Bazaar and Spencers across the country.

The purpose of the POP was to create top of mind recall and to influence the consumer to purchase the product which is located right next to the Floor Graphic. It makes effective use of the most uncluttered area of the supermarket - the floor!

Mukesh Manik, M-I-C, EncycloMedia told us, "The client brief was very simple, it was to create an effect that would stop

consumers in their tracks, raise awareness and achieve a sales lift by the product being available next to the graphic."

Another tagline screams, "Men are different". One can safely guess that since the emphasis here is on the word "different", it would be mandatory for the brands' in-store activity to stand out from the clutter, as well. EncycloMedia Networks Pvt. Ltd. made sure that the floor graphic they've designed and manufactured for the brand Clinic All Clear does just that it stands out and makes people notice.

Different to say the least, the graphic is eye-catching with its striking colours, its interesting design and the various elements woven into the design. Mukesh Manik, says, "We were just provided with a brief from the client. All the other steps of delivering the product right from photography, designing, artworks, printing, dispatch, installation and media space rental was taken care by us. The client wanted the visual to send the message that Clinic All Clear Men is India's 1st anti-dandruff shampoo for men. Keeping that in mind we came up with the idea of using the male symbol around the bottle, surrounded by the female symbols."

Both POP's use durable, clear vinyl specially made for this application and effect. Deployed in 220 supermarkets and hypermarkets, each campaign costed approximately Rs.5,50,000/- . With a reach of 8 million active category shoppers, we are told brands engaging in this campaign experience a sales lift of somewhere between 20-35% ■

