Retail Innovation Shout Out: MessageWrap Provides CPG Firms & Retailers New Advertising Real Estate

by Reagan Pugh

Magazines have enjoyed a long-tenured perch in grocery store checkout lines from which to tell their stories. It’s prime advertising space. The candy sells nicely as well.

It may seem that all of the marketing real estate has been snatched up there at the checkout - but what about the moving space of the conveyor belt?

Handstand Innovations saw the opportunity to use the space to drive brand recognition and has introduced their new solution for companies looking to leave a lasting impression: MessageWrap.

Billed as the flagship consumer engagement touch point at the center of the highest traffic area of the store, MessageWrap’s custom advertisements wrap over top of the existing conveyor belt and utilize GoodArmor’s antimicrobial coating to reinforce cleanliness. And it’s working!

- Johnson & Johnson launched a campaign to market a new all natural sweetener, Nectresse™ at Raley’s Supermarkets in California and saw a 63% incremental lift in same-store Nectresse™ sales and a 6% lift in the sugar substitutes category (Source: Raley’s Supermarkets. Analysis of Nectresse Sales Data. 2013)
- In extensive exit interviews, Shoppers recalled the message from MessageWrap versus ceiling banners by a measure of five to one (Source: Spartan Stores. Internal Study. 2013)
- Giant Eagle stores increased their charitable support for The Education Partnership – they found shoppers who checked out in lines outfitted with message wrap were 10% more likely to donate to the program and the size of the donation was 20% larger than donations in unmodified lanes (Source: Giant Eagle. Analysis of Campaign Effectiveness. 2012)

The in-store decision rate is at an all-time high of 76% percent, making this the right decision for Consumer Packaged Goods (CPG) companies. MessageWrap’s model is 100% funded by CPG partner dollars which allows retailers to benefit from MessageWrap at no cost.

With the average person encountering thousands of ads a day, it’s becoming increasingly difficult to create brand awareness. Kudos to Handstand Innovations and their MessageWrap product innovation, providing retail and CPG companies another outlet to tell their story and another way to be remembered.

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