

Nicorette Smoking Cessation Tower

CASE STUDY

GSK saw Nicorette (NRT) smoking cessation product sales lagging in major national food grocer retail stores. Working with the retailers to devise a plan that would increase sales and improve customers' health and lifestyles, GSK called on Applied Merchandising Concepts (AMC) for development and execution. Enter AMC and their Merchandising Display Tower that would impact both.





Challenge

To efficiently educate and guide customers to the products that best meet their smoking cessation goals.

1

Consumer information: The display needed to provide relevant consumer information as well as immediate access to product for customers.

2

Self-service: Customers needed to be able to shop trial and lower-cost items without assistance.

3

Strategy: A detailed execution strategy for both initial launch placement and replenishment as needed had to be established.

4

Durability: AMC had to design and manufacture Towers to withstand the rugged retail environment.

Solution

AMC designed and produced a Permanent Security Tower unit.

A locking door requires a key for access to the bottom five shelves of smoking cessation products. The top three shelves remain exposed for 24/7 customer access to lower-cost trial-sized products. AMC included a security panel that could be added at the store level to protect upper shelves for any stores in need.

Shipper size

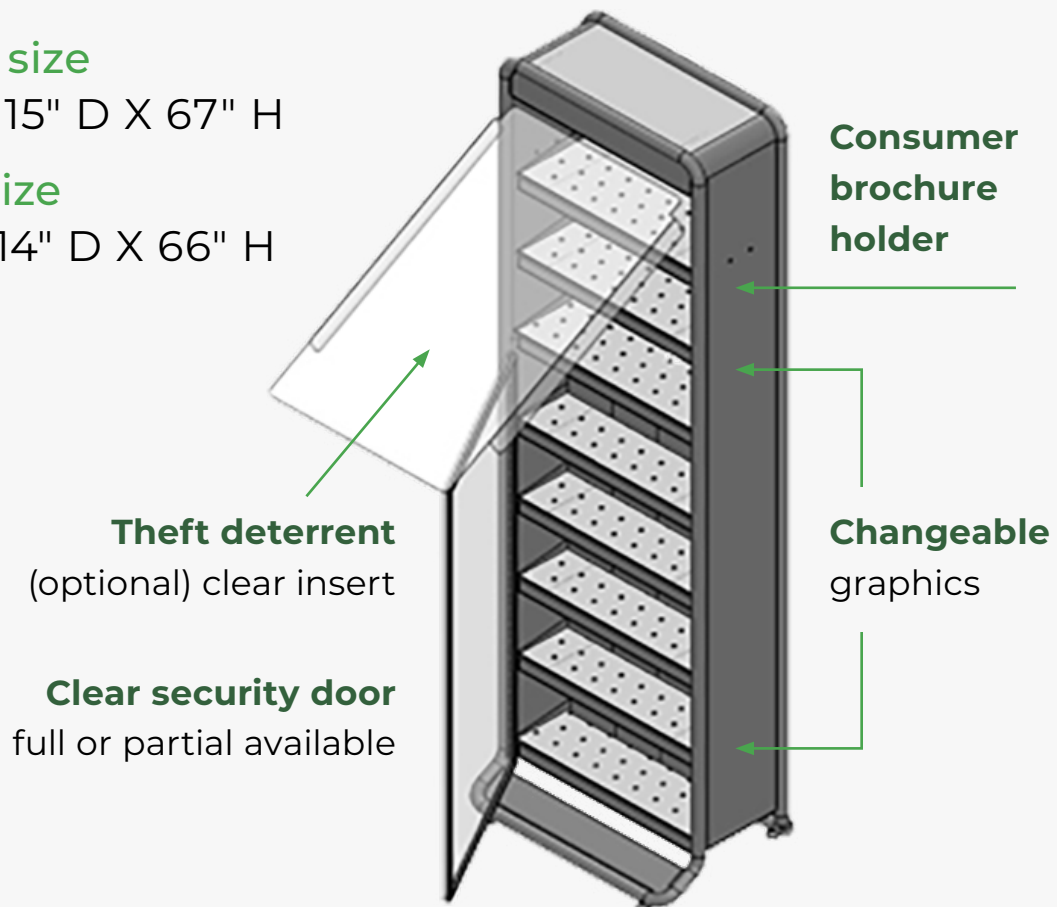
22" W X 15" D X 67" H

Set up size

21" W X 14" D X 66" H

Weight

90lbs.



**THE UNIT
SHIPPED FULLY
ASSEMBLED**

with shelves in place per the planogram to be merchandised at store level.



Each unit was filled with the proper products, ready for consumer purchase.

AMC reached out to Retail Merchandising Solutions (RMSI) and SAS Retail Services for support in execution at retail. Their attention to detail and transparency of execution was required to maximize GSK's investment. RMSI and SAS provided their teams with an easy-to-follow outline that explained display implementation.

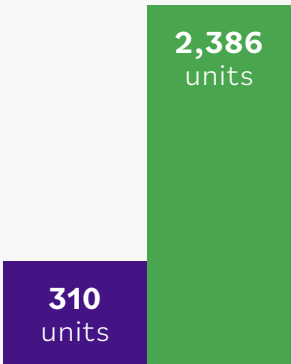


Results

Data collected over an 11-month period clearly illustrates the Tower had a major impact in increasing sales.

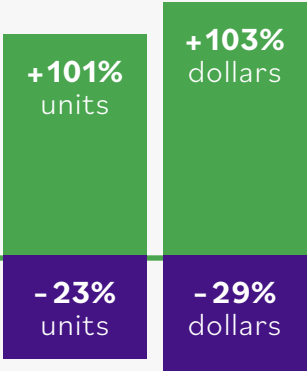
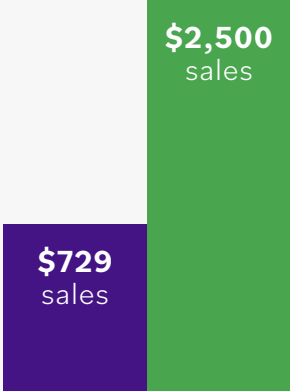
UNIT INCREASE WITH TOWERS

In a sampling of 34 Southwest Region stores, once the Tower was placed on the floor, unit sales went from a meager 310 units in 2019 to 2,386 units in 2020.



NRT TOWER VS. NON-TOWER STORE SALES

Those same 34 Southwest Region NRT Tower stores averaged sales of \$2,500, while Non-Tower stores averaged \$729.



DOLLAR SALES AND UNIT SALES IN TOWER VS. NON-TOWER STORES

327 West/Southwest Regional stores with Towers saw a 101% increase in Dollar Sales at Reset and a 103% increase in Unit Sales. 1305 West/Southwest Regional Non-Tower stores saw a 23% decrease in Dollar Sales and a 29% decrease in Unit Sales.

NON-TOWER STORES
 TOWER STORES