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Eye-catching at the POS: The market stall designed by DS Smith for Galbani cheese products.



Secondary display for chilled goods – Galbani and DS Smith

Incentives for mozzarella

Summer time is mozzarella time. Sales promotion activities in this category are intensive. Second placements for chilled goods, however, take a corresponding amount of effort. At Lactalis the challenge is accepted by using precisely this sales promotion tool is the result.

Dairy products of the highest quality - that's what the French Lactalis Group stands for as the world's largest dairy company. A vital part of the Lactalis Group is the brand Galbani. For more than 130 years, the Italian traditional brand and its cheeses have been associated with terms such as quality and cheese expertise. It is not without reason that Galbani is the preferred cheese brand for Italians and also currently the world's number one brand for Italian cheese.

In order to bring the flair of the Italians' favourite mozzarella to the POS, Lactalis has secured the support of the display strategists from DS Smith for the 2016 POS promotion. The result is an attention-grabbing market stall, one that you might find on a market in a small town in Lombard, offering Galbani Mozzarella in its 125 gram pack as well as the maxi and mini version, the light and classic version of Galbani Mozzarella and also the Mozzarella di latte di Bufala in two different versions.

'display' spoke to the persons responsible for the project Céline Braun, Trade and Category Manager Lactalis Germany, and Martin Greb, Creative Consultant DS Smith, in order to find out more details on this exciting secondary display campaign.



Various sorts of Galbani mozzarella will be sold on the Galbani market stall until mid-August, such as Galbani Mozzarella Light and Classic, Galbani Mozzarella Mini and Maxi as well as Galbani Mozzarella di latte di Bufala.

DISPLAY: Beyond doubt, the display for Galbani is definitively an eye-catcher at the POS. How did this idea come to be?

CÉLINE BRAUN: The idea of a market stall was developed during a collective brainstorming session with the responsible people from DS Smith. We wanted to put something authentic out there.

DISPLAY: Has there already been cooperation between Lactalis and DS Smith?

CÉLINE BRAUN: Last year we created an Ape-van together with DS Smith as a special display. However, DS Smith was not on board as a full service provider back then, unlike this year.

MARTIN GREB: Exactly, with this year's project we were able to precisely show that we do everything for the customer, from the first idea to the finished product at the POS, as a full service provider. This allows us to help to reduce the complexity of our customers' processes and to increase their turnover with ideal display solutions. Breaking down this campaign, we are responsible for the agency service including brainstorming and development of initial layouts, graphical and constructive development of the displays, digital final artwork including print data creation, production of the experience positioning in 4c digital printing as well as packaging of decoration packages including shipment in one single delivery to the logistics center of Lactalis.

DISPLAY: The display was digitally printed. Why?

MARTIN GREB: The display has been positioned in 100 markets. For this quantity digital printing is ideal. By now digital print quality is almost as good as offset printing. But significantly more cost effective for small runs. In the case of Galbani mozzarella displays, we used digital printing and refined it with lacquer.

DISPLAY: The market stall, with its decoration package, cooling unit and the chilled goods, is a complex display. How were all the components brought together at the POS?

MARTIN GREB: More parties are involved here, of course, than with a conventional POS campaign without cooling. Nevertheless, the handling of this POS campaign is simple and thus as manageable as possible. The cooling units are sent by Lactalis directly to the retailers. Once the units have been delivered, sales representatives from Lactalis drive to the markets and bring the decoration package with them. They discuss the positioning with the market manager and then construct the stall around the cooling unit, fitting it with corresponding products. That's it. The decoration package is constructed in such a way that it easily fits into the boot of an estate car, which is decisive for the seamless process of the promotion.



"We contribute towards reducing the complexity of our customers' processes and increasing their sales with ideal display solutions."

Martin Greb, Creative Consultant DS Smith



Positioned in the fruit and vegetable section, the Galbani mozzarella display also provides incentives for further products or linked purchases.



"Retail markets have reacted very well to this second placement. The display just happens to be a real eye-catcher and precisely what consumers are currently looking for."

Céline Braun, Trade and Category Manager Lactalis Deutschland

CÉLINE BRAUN: The cabinets are collected from the market at the end of the campaign, so that they can be re-used for future campaigns.

DISPLAY: In which time frame does the display campaign take place?

CÉLINE BRAUN: Mozzarella is a summer product. Therefore, our POS campaign is set out for this period of time. The start date was the beginning of May 2016. The campaign will continue to run until mid-August. During this time it is, of course, the responsibility of the retailer to regularly restock the display.

DISPLAY: At which locations in food retailing is the use of the display most promising?

CÉLINE BRAUN: This year we wanted a positioning in the fruit and vegetable section. This

is interesting since not only the incentive to buy Galbani Mozzarella is generated, but also to put enhancing products in the trolley. Thus, the stimulating display also benefits the sales of other products such as tomatoes, but also other vegetables or products. In the fruit and vegetable section second placement and standard range stimulate one another.

DISPLAY: Are there already first findings regarding the success of the campaign?

CÉLINE BRAUN: The retail industry has reacted very well to this second placement. The display is a real eye-catcher and precisely what consumers are currently looking for: holiday feeling and authenticity. Plus, we have already seen that the turnover in the 100 participating markets has risen significantly. In addition, we are gaining lots of new customers that way and are significantly promoting our product.

DISPLAY: Many thanks for the chat.

Company information

DS Smith

The company is one of the leading international providers of sustainable consumer packaging and employs around 26,000 people. With a holistic view of the supply cycle the display and packaging strategists at DS Smith ensure that their customers achieve more with minimal effort. The innovative display and packaging solutions by DS Smith reduce complexity and therefore contribute to increased turnover and reduced costs.

Lactalis

Dairy products of the highest quality – that's what the French Lactalis Group stands for as the world's largest dairy company. Lactalis Deutschland GmbH has been represented on the German market for more than 25 years. Here Lactalis, with its strong Galbani, Salakis and Président brands, offers a broad range of typical Italian cheese, mediterranean sheep cheese, French cheese specialties and butter. The success of the company is reflected in the continuous growth, which is based on attractive innovations and the maintenance of proven tradition. Thanks to the outstanding quality standards consumers around the world trust in the high-quality dairy products of Lactalis.