

Success Story



“Mega Chiller” POP Campaign Drives In-Store Fountain Traffic, Sales



THE CHALLENGE

Tom Thumb, a convenience store chain with 121 stores located on the Gulf Coast of Florida, Alabama, Mississippi and Tennessee, was looking for a new campaign to promote their fountain products in store that would capture the customers' attention, generate interest and drive sales.

THE SOLUTION

GSP developed a new “Mega Chiller” fountain POP campaign for the 2014 fountain season with a vibrant colored design and large price point call outs to highlight the fountain promotions. The campaign was implemented across a wide variety of POP inside and outside the store, including pole signs, canopy banners, translights, spanners—and also t-shirts.

THE RESULT

The new fountain campaign and POP elements were implemented across all 121 Tom Thumb convenience store locations—and made a big impact on impulse fountain purchases. The highly visible signage was instrumental in driving more in-store traffic and resulted in a daily increase in fountain unit sales per store.

Success Story



"We are very pleased with the Mega Chiller fountain campaign," said Trey Powell, Tom Thumb's VP of Marketing. "It has increased awareness of our fountain offerings and seasonal price promotions, and has been effective in driving incremental fountain sales—which was our ultimate goal. The t-shirts and all of the new POP elements look great and helped generate excitement in our stores."