

RETAIL EXECUTION

## EXECUTION GUIDE



# BRILLIANT PRICE GUIDE

# BRILLIANT PRICE A5



## "BRILLIANT PRICE" – Black on yellow

### Logic:

This is the BRILLIANT PRICE offer. That's why we use the "yellow on black" graphic.

### Size:

A5 (Landscape)

### Material:

Paper

### Produced by:

Instore printer

### Attached:

Fits into A5 PI holder



Pricing offer (with emphasis brick) – Poppins Extra bold

Price (Poppins Extra Bold)

Descriptor (Poppins Medium)

# BRILLIANT PRICE SHELF INSERT

## SHELF FRONT EXECUTION – A8 PI, OFFER AND ROCKY



### Price to the left

Price point (A8) will be the price of the sku on the Brilliant Price offer.

### Deal in the middle (left side touching the white A8)

This is a paper insert helping shoppers spot the "Brilliant price".

### Rocky on the right

Rocky is how we finish the right hand side of every PI strip. This will be a printed insert that is always in the shelf PI.

# BRILLIANT PRICE



**BRILLIANT PRICE!**

**R82.99**

PRODUCT:  
E-FOODS BUDGET RIB BURGERS

A5 BUNDLE DEAL (HELD IN PLASTIC SLEEVE WITH SUCTION CUPS AND MOUNTED OUTSIDE THE GLASS DOOR,

SHELF FRONT EXECUTION - A8 PI, OFFER AND ROCKY



### Price to the left

Price point (A8) will be the price of the sku - AND the "Brilliant Price A5 flash. When the Brilliant price flash comes off, the A8 price remains the same

### Deal in the middle (left side touching the white A8)

This is a paper insert and it simply calls out the "Brilliant price"

### Rocky on the right

Rocky is how we finish the right hand side of every PI strip. This will be a printed insert that is always in the shelf PI.

