

RETAIL EXECUTION

EXECUTION GUIDE



BUNDLE DEAL GUIDE

BUNDLE DEALS A5



"Bundle deals" – Black on yellow

Logic:

This is the BUNDLE DEAL price offer. That's why we use the "black on yellow" 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)

BUNDLE DEALS SHELF INSERT

SHELF FRONT EXECUTION – BUNDLE DEALS



Price to the left

Price point (A8) will be the price of the sku – NOT the bundle price. When the bundle deal is over, the A8 price remains the same

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

This is a paper insert and the price on this must reflect the A5 bundle offer.

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.

BUNDLE DEALS



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 - NOT the bundle price. When the bundle deal is over, the A8 price remains the same



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

This is a paper insert and the price on this must reflect the A5 bundle offer on the glass door.



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.

BUNDLE DEALS

