

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

Supermarket Displays 2009



Halls Refresh Launch Displays

This group of displays was developed with Cadbury for the launch of Halls Refresh, a new hard candy specially formulated to help moisten your mouth. The objective was to convey that this is not a cough drop. It is a new, everyday refreshment experience. The result was this 56ct PW/FS to introduce the 20 piece resealable bag and a 60ct Counter Unit designed for the 9 piece stick. Multiple layers of lugs emphasize the splashing water and fruit flavors. These displays were created for Cadbury by Menasha Display Group, 601 E. Erie Ave., Philadelphia, PA 19134