

# CREATIVE

## THE MAGAZINE OF PROMOTION AND MARKETING

### Corrugated 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 to the consumer 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. Each display uses all corrugated materials. Multiple layers of lug-ons were used to emphasize the splashing water and fruit flavors. The trays compliment the product and contribute to the moistening message with their solid cerulean blue printing. These displays were created for Cadbury by Menasha Display Group, 601 E. Erie Ave., Philadelphia, PA 19134.

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