



L'Oreal Tesco Shelf Display Program



Objective

Promote Fresh & Easy's Goal of Superior Customer Service and Availability of Best Products with a Successful DRP Display Program for the Five Designated Garnier Fructis SKU's. with the following design goals:

- Design Must Be Cost Effective
- Design Must Minimize In-Store Labor
- Design Should Be "Environmentally Friendly" (Sustainable)
- Design Should Increase the Availability of Product on the Shelf
- Product Must Be Protected & Arrive in Acceptable Condition
- Design Must Promote the Visibility of Product on the Shelf
- Design Must Be Easily Accessible by the Consumer

Action

Crescent designed the entire retail shelf pack program including the sales presentation used by L'Oreal's sales team

Impact

L'Oreal successfully sold in the Haircare and Skincare lines, going from behind the curve to ahead of the curve.