



Garden party at the POS: The large-scale placement draws the attention of shoppers to the multi-brand campaign of Rotkäppchen-Fruchtsecco, Jules Mumm and Blanchet.

Great prizes & drinks on ice

prizes with a total value of three million euros. In addition to one of three MiniCabrios as the main prize, each brand provides various prizes attractive to the target group in theme weeks, such as Dutch bicycles, refrigerators and JBL jukeboxes. The mechanics according to the claim „Every bottle wins“ also invites shoppers to participate. How did you manage to bring summer feeling to the POS? What advantages does the multi-brand promotion promise for Rotkäppchen-Mumm and the trade? And what role does the display play in this context? display talked about this with Verena Buttlar, Head of Shopper Marketing at Rotkäppchen-Mumm, and Steffen Kottwitz, sales representative at Schoepe Display.

DISPLAY: What goals is Rotkäppchen-Mumm pursuing with the POS campaign?

VERENABUTTLAR: With the promotion we want to create new buying and consumption occasions for the „On Ice“ theme and expand our POS presence. In doing so, we will experience our brand world and increase the POS impact through eye-catching designs and placements. In addition, we want to achieve an increase in sales. We achieve this through the intensification of existing buyers, increasing the repurchase rate and through the acquisition of new buyers.

DISPLAY: Speaking of attention: Is the raffle also advertised on the products themselves?

VERENA BUTTLAR: Yes, the bottles are equipped with tags that draw attention to the raffle. In addition, the outer boxes of the products are designed in the promotional look and feel.

DISPLAY: What are the advantages of the multi-brand promotion for Rotkäppchen-Mumm?

VERENA BUTTLAR: In recent years, we have implemented individual brand initiatives for the brands Rotkäppchen-Fruchtsecco, Jules Mumm and Blanchet at the same time. Due to the similar usage occasions and the appeal to the younger target group of the brands, it was a logical conclusion for us to create a multi-brand approach here. After all, retail space is becoming increasingly scarce, as are the resources of the sales force. Accordingly, we found a suitable solution with the multi-brand summer promotion. Another advantage is also that this generates a beautiful and attention-grabbing experiential placement and visibility on the floor.

DISPLAY: What opportunities arise from this in detail?

Schoepe Display stages multi-brand campaign of Rotkäppchen-Mumm

Summer feelings at the POS

Balmy evenings in the garden with friends and cool drinks - that is how we imagine the perfect summer. To bring this vision the sales floor, Rotkäppchen-Mumm is launching a major multi-brand promotion for the first time. At the start: Displays that spread a refreshing mood.

Up to now, Rotkäppchen-Fruchtsecco, Jules Mumm and Blanchet have presented themselves simultaneously in the form of individual POS initiatives. Now, for the first time, the brands are drawing the attention of shoppers together under the marketing roof „Celebrate your summer on ice“. An eye-catching in-store placement highlights the themes of summer, on ice and enjoyment. The focus is on various



„The POS placement is modular to be used in both small markets as well as in large areas to attract attention. It has four to six displays in quarter-pallet size.“

Steffen Kottwitz, sales representative Schoepe Display

VERENA BUTTLAR: The merging of the POS measures leads first and foremost to an improved POS presence and more efficiency. Because the joint marketing roof offers a seasonally attractive occasion with high shopper relevance. The three brands ideally cover the themes of summer, refreshment and enjoyment on ice and combine their respective their respective brand strengths. In this way, seasonal occasions can be more strongly thematised, which already have a high level of acceptance among retailers. In addition, smaller brands also benefit from the spin-off effect.

DISPLAY: What are the special features of this large-scale placement?

STEFFENKOTTWITZ: The POS placement is modular in order to attract attention in small markets

Schoepe Display

The owner-managed, medium-sized company specialises in the development, production and logistics of displays made of cardboard and corrugated board for the POS. The company employs more than 200 people at its sites in Dahlewitz and Dahme/Mark and has a production and storage area of around 20,000 square metres. Schoepe Display offers holistic solutions from the initial idea to graphic design, sample creation and production to delivery to the retail trade. Since January 2020, the company's production has been CO₂-neutral in accordance with Greenhouse Gas Protocol Scope 1 and 2.



as well as in large spaces. The large-scale solution can be equipped with four to six quarter-pallet-sized displays, depending on the space available in the store.

DISPLAY: What messages do the design and key visuals communicate?

VERENA BUTTLAR: The design of the display picks up on the themes of drinks on ice, summer, outside in the garden, fun with friends. The emotional large-scale placement creates a common roof, but at the same time a brand-specific appearance is very important for us to make the brand worlds tangible. In addition, the design communicates the call-to-action of the initiative: Celebrate your summer on ice!

DISPLAY: How does the trade benefit from the multi-brand promotion?

VERENA BUTTLAR: The POS placement convinces above all through emotionality. It picks up on an important seasonal occasion, is a world of experience and offers the shopper products from three different segments: sparkling wine,

Bottle tags draw attention to the competition and explain the simple participation mechanism.

wine and fruitsecco. Overall, the POS placement increases sales. The attractive design attracts the shopper's attention and encourages tasting and impulse purchases.

DISPLAY: What other advertising measures support the campaign outside the sales floor at the POS?

VERENA BUTTLAR: The communication package includes articles and advertisements in print media. In addition, there is an out-of-home campaign and activities in our social media channels. In this way, we generate numerous touchpoints for consumers over the entire campaign period.

DISPLAY: How was the timing of the entire project?

VERENA BUTTLAR: The development of the initiative started in February 2020 with a pitch to find a suitable agency for this challenging project. Afterwards, the favourite ideas went into market research, then the result was presented to the sales department and finally flowed into the annual meeting documents of the key account managers for 2021 in September 2020. We had the photo shoot for the campaign at the beginning of September to stage the summer campaign with atmospheric pictures.



»» **STEFFEN KOTTWITZ:** We were briefed on the project in October 2020 and started developing it. In close cooperation with the graphics department and marketing at Rotkäppchen-Mumm, we carried out the final sampling in December 2020. Production started in January 2021 and we delivered in March.

DISPLAY: What materials were used for the production of the POS placement?

STEFFEN KOTTWITZ: The POS placements are made of cardboard and corrugated board. We rely on completely FSC-certified material. The displays are characterised by quick, easy handling.

DISPLAY: What printing technique was used?

STEFFEN KOTTWITZ: The displays were produced using offset printing.

DISPLAY: In which distribution channels is Rotkäppchen-Mumm launching the promotion?

VERENA BUTTLAR: The displays are used in German food retailing.

DISPLAY: How is the POS solution sent to the retailer?

VERENA BUTTLAR: The POS placement is delivered without goods. The Rotkäppchen-Mumm field sales team receives the POS placement delivered to their warehouse and transports it to the



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Verena Buttler, Shopper Marketing
Rotkäppchen-Mumm

respective store. On site, the field service team sets up the POS placement and equips it with cartonized goods or pre-assembled displays.

DISPLAY: What special features had to be taken into account in the logistics?

VERENA BUTTLAR: The package should not be too big so that it fits into the cars of our field staff. In addition, the POS material should be easy and quick to transport.

DISPLAY: In which period does the multi-brand campaign run?

VERENA BUTTLAR: The summer promotion started on 1 April 2021 and will run until 31 August.

DISPLAY: How much time did the implementation of the POS placement take?

VERENA BUTTLAR: From planning and production to roll-out, the project took twelve to 14 weeks.

DISPLAY: Were there already joint projects between Rotkäppchen-Mumm and Schoepe Display before this POS campaign?

STEFFEN KOTTWITZ: We have been working together for several years. We were able to convince Rotkäppchen-Mumm above all with our creative development and flexible production of displays.

DISPLAY: Thank you very much for the interview.



Summer, friends and cool drinks: The POS placement arouses a party mood at the POS and sets the scene for the raffle.

Rotkäppchen-Mumm

The family-owned company Rotkäppchen-Mumm, based in Freyburg (Unstrut), is one of the world's leading producers of sparkling wine, wine and spirits with over 190 years of sparkling wine and wine experience. In 2020, the 997 employees generated a turnover of over one billion euros with total sales of 330 million bottles. The number one in the German sparkling wine and spirits market makes special enjoyment accessible to many at home and abroad with strong brands. This includes the brands Rotkäppchen, Jules Mumm and Blanchet. With Geldermann Sekt and Ruggeri DOCG Prosecco, Rotkäppchen-Mumm is represented in the premium segment.