

P/O/P TIMES

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Johnson & Johnson To Purchase Pfizer
 NEW BRUNSWICK, N.J. — Johnson & Johnson announced June 26 that it has finalized plans to acquire Pfizer Consumer Healthcare for \$16.6 billion in cash.

The transaction, subject to customary clearances, is expected to close by the end of 2006. The deal adds a portfolio of strong brands to the Johnson & Johnson fold, including Listerine, Nicorette, Lubriderm, Visine, Neosporin, Sudafed, Zantac and Benadryl. Johnson & Johnson will also acquire the U.S. OTC rights to Zyrtec, Pfizer's popular antihistamine, upon patent expiration.

Ronald and Mickey Break it Off

BURBANK, CALIF. AND OAK BROOK, ILL. — McDonald's Corp. and Walt Disney Co. have decided not to renew their exclusive cross-promotional relationship when it expires at the end of 2006.

The companies have partnered exclusively for the past 10 years, linking McDonald's products with Disney movies, TV and home video. McDonald's has paid Disney \$100 million in royalties annually, See McDonald's, Page 16

REPORT:

Classing Up Beer



Sales are flat and wine and spirits are becoming the drink of choice for the 27-to-35-year-old set. Beer marketers must take cues from their swanky competitors, try more sophisticated cross-promotions and add a touch of class.

See Report, Page 18

New Comics, New Look, New Gum

Topps updates famed Bazooka gum brand, rolls out new P-O-P and packaging

By April Miller

NEW YORK — Bringing its timeless gum brand up to date, The Topps Co. has relaunched Bazooka Bubble Gum with a softer chew, two new flavors, updated graphics and kid-focused product tie-ins. A new shipper display calls out the new look in stores, as will Halloween-themed display cases.

"We took the equity in our old logo and modernized it," Nicole Palmieri, brand manager, says of the new look. "The graphics are about bubble gum, fun and energy. They are crisper and cleaner with a strong brand architecture and hierarchy. It is always clear that it's from Bazooka, no matter what product it is."

Topps hopes the new version of Bazooka will resonate with today's kids, elevating the product from nostalgic to mainstream. Gone is the hard, square-shaped piece of gum, replaced with the new rectangular softer chew and longer-lasting flavor formulation in a twist wrap. Cotton candy and watermelon flavors join original flavor for the individual piece offerings. The major relaunch also includes the debut of gumballs and gum-filled pops, with three SKUs in each line.

The new products, which began shipping April 15, are available in 300-count tubs, 120-piece boxes, 70- and 150-piece lay-down bags, 3-pound

See Bazooka, Page 16



New 'Fresh Pack' Widens Chiquita Distribution

Climate-controlled packaging means c-stores can now carry bananas with a fresh presentation

By Erika Flynn

CINCINNATI — As marketers at Chiquita Fresh North America LLC know, bananas are a fragile fruit. In the past, supply chain issues put serious restrictions on where the company's fruit could be sold. Now, with new packaging technology, Chiquita bananas are being merchandised in a variety of locations other than supermarket produce sections.

The company's new product, called



allowing for distribution to c-stores and for displays in better cross-promotional areas of stores. The patented packaging technology, developed in agreement with Landec Corp., Menlo Park, Calif., is what Chiquita calls its Stay Fresh Pack. "The special pack inside of the box [that

Chiquita To Go, actually extends the shelf life of bananas for up to seven days over traditional methods,

holds the bananas] controls the amount of O2 and CO2 in the pack and creates its own little environment," says Lisa Lockard, marketing manager for Chiquita. The boxes are placed in stores in metal and wire display cases, which can be arranged in a flexible freestanding display.

The key problem with bananas is that they have to be kept at the right temperature, Lockard says. Those sold in supermarkets are sent through a ripening room and even then they stay in the optimal color for just a few days. "It's really hard for a lot of these alternative

See Chiquita, Page 14



'Over the Hedge'

Movie tie-in promotes kids eating healthy

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Blak Attack

Coca-Cola intros new coffee fusion product

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TRADE SHOWS AND EVENTS

Walk This Way at In-Store Marketing Expo

What will marketers find when they step inside the doors at the In-Store Marketing Expo on Sept. 27 to 28 in Chicago? Which booths should they earmark, and which displays will they want to study more closely?

To help answer those questions, P-O-P Times contacted a variety of exhibitors to get a preview of what will be presented at some of the booths over the two days at Lakeside Center at McCormick Place. Displays, consultations and a host of new technological wizardry will be on tap. In the September issue of P-O-P Times, we'll visit with some more exhibitors worth highlighting.

■ **See The OMA "Display of the Year" (Booth #609):** A first-time exhibitor, and a leader in global marketing programs, **Design Phase**, Waukegan, Ill., will showcase its award-winning displays for Microsoft's global Xbox launch. Of most significance, the project used modular components that allowed the displays to be adapted quickly for introduction to 23 countries, notes Michael Eckert, president. Other notable features are the use of LED illumination, which provides a seven-year lifespan, and the use of flatscreen monitors.

All electronics were run through the company's Medusa control box, which could be swapped out quickly to change the language as needed. Low-voltage power allowed displays to be plugged in anywhere simply by changing the receptacle plug. "There was a lot more to this unit's popularity than having it look great," Eckert says.

■ **Get To Shoppers Through Their Cell Phones (Booth #155):** **GPSshopper LLC**, New York, will be showing off its latest technology, where shoppers can use their wireless phones to access a databank of product information and save their favorites into a personal shopping list, says Christian DeGennaro, vice president of sales and marketing.

In the aisle, shoppers see a code or number to text to and receive product info or a promotional code in return. The pay-for-performance approach means brand marketers and retailers pay only for the amount of times a customer sends a text message with their code number. Examples of the program and interactive applications will be set up in the booth for trial.

■ **New Dispensing Cases Generate 20-point Share Gain (Booth #576):** An exhibitor in the new Packaging Pavilion, **Graphic Packaging International**, Marietta, Ga., will tout its innovative Tower Pack cartons, which are full-dispensing cases that go directly on-shelf. Think of it as a Campbell's soup rack, but corrugated and ready-made for the shelf. When the gravity-feed display packages were introduced in the United Kingdom in 2004 with Premier Foods; the company saw a 20-point share gain in the first four months, says Charles Brignac, marketing manager for innovation services.

GPI also will showcase its Fridge Vendor and Pantry Vendor cartons, which most consumers know as "Fridge Packs," as well as its EZ-X-Cute Displays, which show off the company's Z-Flute cartons. EZ-X-Cute provides enhanced graphic capabilities and more efficient structural integrity.

■ **In-Store TVs Feature CBS Content and More (Booth #6):** Four video screens in the booth will display new content providers and programs from **SignStorey**, Fairfield, Conn., which provides hardware, installation and programming for in-store digital TV networks for the grocery industry. The format

will help announce the company's partnerships with CBS and Meredith Publishing. This exhibition is part of the new Retail Media Forum found on the show floor.

"What visitors will see in our booth is that our content can be created to be very specific and very relevant to the specific store department where it is shown," says Jennifer Gilbert, marketing director. The company also develops its own content in conjunction with its clients, using input from industry experts.

■ **Next Year's Shelf-Edge Digital Signage (Booth #329):** **Vestcom**, Little Rock, Ark., will tout its latest technology — the ShelfCast video network. ShelfCast enables retailers to run SKU-specific messages and promotional information in the aisle, on an endcap or in any location. The video monitor will show 10- to 30-second promotional messages as well as an item's price.

ShelfCast will be available in early 2007. Vestcom's PegAssist background sheet is designed for store-specific planograms and layouts. Planograms, product images and UPC codes are combined on one sheet and placed over pegboard, hiding pegboard holes but showing the exact location for placing product.

■ **"Cool" In-Store Ads Appear Like Magic (Booth #217):** San Clemente, Calif.-based **Visual Ice Inc.**'s patented Diamon-Fusion process makes promotional images appear on refrigerator and freezer doors only upon opening. After the customer opens the door, the ad slowly appears within seconds, and disappears after the door is shut again. Shoppers can see the ad from up to several feet away. Visual Ice has developed a simple process for removing the old promotion and replacing it with the new one as often as needed. The ads are cut from vinyl sign material and used as stencils.

Exhibitors (current as of 7/6/06)

Company	Booth	Company	Booth
3 Feet Media	RMF 9	Kingdom Media	379
3 Strikes Activation	380	L & L Display	258
3M Industrial Adhesives & Tapes Division	629	LA Displays	574
Above All Advertising Inc.	558	Lavi Industries	172
Active International	623	Lawrence Paper Co.	774
Adams International Technologies	145	Lingo Manufacturing Co.	311
Adams Magnetic Products	275	Logo Mats Inc.	573
ADCO Industries	118	Louisville Lamp Co.	166
Airmate	580	M & E Components Inc.	675
All Seasons Paper Co.	672	M & M Displays	639
American Gasket Technologies Inc.	450	M.A.S. Industries Inc.	173
Americhip Inc.	528	Magic Ad Production Co.	474
Americo Manufacturing	381	MagMover Inc.	725
Anagram International Inc.	114	MagneCorp Inc.	142
Angola Wire Products Inc.	373	Marin's USA	501
Applied Plastics Co.	151	Marin's USA	701
Archbold Container Corp - Div of Green Bay Packaging	108	Maryland Precision Spring Co.	162
Array	300	Master Magnetics Inc.	579
Art Wire Works	246	May Advertising International	229
Asia Sources Inc.	277	MCD	744
Astro Plastics	233	MDI Manufacturing & Design Inc.	475
AXYZ Automation Inc.	545	Media Cart Holdings Inc.	RMF 2
Banner Creations	143	Menasha Display	211
Beam Team	149	Mercury Plastics Inc.	358
Beemak Plastics	372	Meridian Display	529
Bellcomb Technologies	572	Metomic Corp.	239
Black Cat Productions	577	Midway Displays Inc.	228
Bowman Displays Digital Imaging Inc.	731	Milmour Products Inc.	147
BrandAroma	651	Miramar Designs	439
Bruce Offset/Post Printing	338	Modagraphics	170
Buckeye Corrugated	601	Modernistic Inc.	139
Burke Gibson Inc.	429	MoldRite Products Inc.	538
Caraustar Industries Inc.	746	Napa Wooden Box Co.	750
Carmanah Sign Group	633	Nazdar SourceOne	459
Cellox LLC	328	Neon Source/POP Source	649
Centiv Services Inc.	411	New Dimensions Research	221
Consortium Companies Inc.	101	Newman Trading Corp.	276
Convergence Corp.	133	Novamedia	339
ComDigital	681	Orange County Container Group	739
CounterPoint	551	Pacur	432
D & W Mfg.	268	Panel Prints	359
Design Phase	609	PHG Retail Services	146
DGS-Digital Graphic Systems	713	Pinquist Tool & Die Co.	272
DigiCharm	650	Plastic Graphic Co.	124
Dimensional Impressions	252	Poly Enterprises Inc.	532
Diversified Label Images	738	POP AdVisions Inc.	678
Duco Technologies Inc.	100	PPS	473
Duraco Inc.	232	Pres-On Tape and Gasket Corp.	126
E & T Plastic Manufacturing Co.	433	Printex Packaging Corp.	758
EA Logistics	164	Quantum Paper	748
Eastern Display	130	Quest Service Group LLC	575
Edwards Label	279	QuickLabel Systems	274
Elegant Packaging	652	Rapid Displays	201
Elwood Packaging Inc.	417	Ready Set Merchandising	472
Empire Plastics	647	Resolve Corp.	134
EnfoTrust Networks	428	Retail Project Managers Inc.	129
enVision Marketing Group	RMF 1	RetailCom Inc.	550
Esko-Graphics	458	Rockford Silk Screen Process Inc.	351
Expand International of America	643	Rose Displays	332
Expressive Arts Inc.	281	Se-Kure Controls Inc.	238
EZ Shipper Racks	333	Segerdahl Graphics	478
Flagraphics	476	Serviscreen Corp.	344
FLEXcon Co.	653	ShatterSports	153
Flexmedia Canada Inc.	345	Siegel Display Products	270
FS Matting	154	SignStorey Inc.	RMF 6
Genesis Packaging & Design Inc.	245	Sleepeck Printing Co.	159
GNC / Kell	401	Stencil Co.	673
GPSshopper LLC	155	Smart Step Therapeutic Flooring	350
Graphic Packaging International Inc.	756	Southern Imperial Inc.	617
Greet America, Inc.	273	Spectrum Industries Inc.	445
Hamlet Products	481	Spring-Roll LLC	728
Hankscraft / AJS	374	Stik-It Products	122
Hollywood Banners Inc.	733	StoreBoard Media	RMF 10
Imperial Graphics	451	Strine Printing	248
Imprint Plus	140	Tex Visions	259
In-Store Broadcasting Network	RMF 8	Ticker Communications Inc.	150
Indiana Wire Co.	175	TPH Global Solutions/The Packaging House	251
Info-Lite Corp.	160	Trion Industries	559
International Print & Packaging	742	Troy Laminating & Coating	148
Interstate Graphics Inc.	144	United Sign Co.	117
Iowa Rotocast Plastics Inc.	138	US Exhibits	111
Ivar's Displays	732	Vestcom International Inc.	329
Hex Packaging Corp.	752	Visual Ice Inc.	217
Janis Plastics Inc.	632	Vulcan Spring & Manufacturing	444
Jet Creations Inc.	621	Wetzel Brothers	509
KC Display	378	Woodside USA	477
King Solutions	158	World Division USA	242



Design Phase



Vestcom



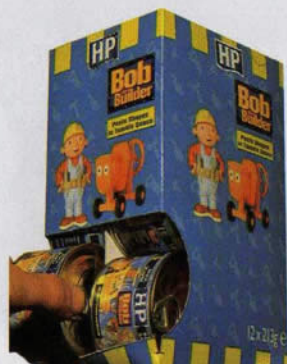
GPSshopper



Visual Ice Inc.



SignStorey



Graphic Packaging International