

PERFECT PRODUCT PLACEMENT OF TOBACCO GOODS



THE SITUATION

- poor orientation
- brand message and differentiation between varieties on the front barely visible due to the shocking pictures
- untidy product presentation



OUR SOLUTION

POS-T Brandline Profile:

- easy installation, 1 component (without moving out goods)
- premium appearance of the whole category
- solution conform with the regulations of the EUTPD



THE RESULT

- + 18 % sales of tobacco goods at tobacco shops
- always perfect visibility
- better differentiation between varieties and improved shopper orientation
- **high satisfaction level** among shop employees and customers