

# CREATIVE

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## PROMOTION AUDIT

### Dairy Innovation Center Identifies Display Opportunities

The Innovation Center for U.S. Dairy is testing various Dairy Merchandising Solution concepts. The concepts leverage consumer testing that identifies grocery shopping needs as they pertain to meal creation.

“The Dairy Merchandising Solution concepts build upon Dairy Department Reinvention best practices that are proven to drive sales. They position dairy and complementary products together to increase sales by addressing shopper needs at various meal occasions,” said John Stephens, Research and Insights committee chair with the Innovation Center for U.S. Dairy. “By introducing total solutions that include dairy and make shopping for meals enjoyable and convenient, the Dairy Merchandising Solution concepts will help enhance consumer engagement.”

Dairy Merchandising Solu-



tion concepts being tested include: Breakfast Zone: highlighting quick, breakfast recipes. Fuel Your Day: A snacking area highlighting options for between or with meals. What's for Dinner: one-stop-shopping for a dinner that's easy to prepare. Chef's Creation: showcasing restaurant-quality meal solutions. Perfect Pairings: cross-merchandising complementary dairy products in the produce section.