



**EcoXGear Audio Endcap**

These speakers are designed to bring the party wherever adventure takes you. When EcoXGear asked for a show-stopping "mountain" of a display, Innovative delighted them with an interactive experience, custom-molded to suit the rugged nature of the product. Created by Innovative Marketing Solutions, 1320 N. Plum Grove Road, Schaumburg, IL 60173; [www.innovativemarketing.com](http://www.innovativemarketing.com). **Gold Award & Display of the Year.**



**Ping Premium Slatwall Display**

Ping needed a state-of-the-art retail slat-wall display the would showcase PING products including drivers, fairway woods, hybrids, irons, and wedges. Retail locations would include high-end golf shops both on and off-course. A dimensional header showcased illuminated push through lettering calling out the brand. The canopy concealed LED lighting which washed down over the product. A two-panel silicone edge graphic system provided a changeable backdrop for messaging. Club arms used a soft touch material to protect the product. Created by Trans World Marketing, 360 Murray Hill Parkway, East Rutherford, NJ 07073; [www.twm360.com](http://www.twm360.com). **Silver Award.**



**Mondelez Grocery Digital Endcap**

This display features digital messaging to draw customer's attention to alert them of localized promotions. The solution needed to be flexible, grow revenue specific to each location's product inventory/supply chain challenges and meet grocery retailers' expectations. The display utilizes independent cellular connection with centralized CMS software in order to seamlessly update content remotely in real-time without reliance on inconsistent store Wi-Fi signal strength. Created by Unified Resources in Display, 40 Boright Ave, Kenilworth, NJ 07033; [www.unifiedrid.com](http://www.unifiedrid.com). **Bronze Award.**



**Pringles & Cheez-It Spinner Trees**

This hyper-compact and versatile snack display program provides multiple touchpoints and permanent display options to support impulse snacking initiatives. Created by siffron, 8181 Darrow Rd., Twinsburg, OH 44087; [www.siffron.com](http://www.siffron.com). **Bronze Award.**



**Hershey Beacon Endcap**

The Hershey Beacon End Cap was redesigned to enhance its visual appeal. The aim was to capture the attention of shoppers who may not typically have confectionery items on their shopping list. The end cap design embodies a sense of fun and engagement to encourage shoppers to indulge in the joyous world of Hershey confections. Created by Universal Display, 726 East Highway 121, Lewisville, TX 75057; [www.udfc.com](http://www.udfc.com). **Gold Award.**



**Coca-Cola Rushing Caseman**

To stand out in the busy Super Bowl marketing season, Coca-Cola wanted to leverage its existing "Caseman" display, which features team-specific branding for different market areas. This display features illusion of a football player - the Rushing Caseman - charging out of the wall, to capture shoppers' attention.. Created by Westrock, 5900 Grassy Creek Road, Winston-Salem, NC 27105; [www.westrock.com](http://www.westrock.com). **Bronze Award.**



**Steelseries Gaming Accessories End Cap**

Steelseries needed to entirely replace their existing end-cap display located in a national retailer, Microcenter with the objective of including their new product lines: headphones, keyboards, and mice. It was important to incorporate the brand's European heritage. The space on the end cap was better utilized to display more products. Created by One Source Industries, 2850 Red Hill Ave., Santa Ana, CA 92705; [www.youronesource.com](http://www.youronesource.com). **Silver Award.**



**Olay Premium Pallet**

Olay wanted to create a full pallet display with the ability to shop all sides, showcasing multiple products with multiple purposes. The display provides large graphic spaces to clearly identify the Olay brand via logo, color, and product diecuts. All corrugate used to create the display consists of 100% recycled paper. Created by Pratt Display, 1975 Sarasota Parkway NE, Conyers, GA 30013; [www.prattindustries.com](http://www.prattindustries.com). **Bronze Award.**