

## WORLD VIEW

## Merchandising inspiration from around the globe



Germany



Poland

**GERMANY**

**Kaiser's Tengelmann** – headquartered in Mulheim, Germany, with more than 500 stores throughout the country – recently installed a digital signage system in 13 of its stores. On average, each store has 10 digital screens: Two large freestanding units near the entrance and eight departmental screens in areas including produce, wine, meat and bakery. The content varies by department, with a mixture of information about that product category, special offers and general Kaiser's advertising.

**Netvico GmbH**, Stuttgart, Germany, manages the network's content with its PlayEverywhere software and provided the casings for the screens, which blend in with the store's high-end, furniture-quality design elements.

**POLAND**

Based on the insight that consumers' favorite thing about the Lay's brand was the aroma released when they opened the bag, **Frito-Lay** in Warsaw, Poland, redesigned its packaging to focus on the ingredients inside. Launched in March 2010, the new packaging was announced via TV commercials to appeal to salty-snacks consumers between 16 and 39 years old. Based on the success of the redesign, the packaging has been expanded to the Czech Republic, Hungary, the Baltics and Russia.

**Dragon Rouge**, Warsaw, designed the new, ingredient-focused packaging.

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