

BEVERAGE INDUSTRY

Today's consumers expect to find grab-and-go single-serve beverage displays within grocery, convenience stores and all manner of retail environments.

With a majority of these purchases made on impulse, having a compelling grab-and-go program in the hyper competitive environment of packaged beverages carries a tremendous advantage for brands.



SINGLE SERVE MERCHANDISING

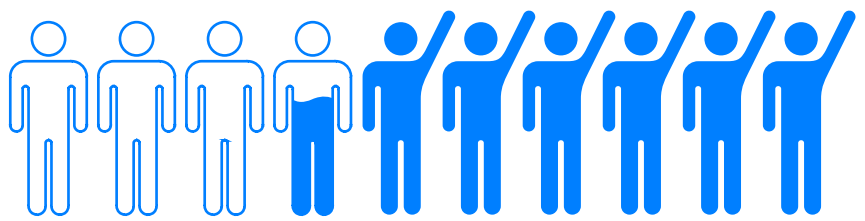
CAPTURE IMPULSE SALES with **PRIMASEE**



Packaged beverages are the most popular **impulse buys** across retail environments



67%



of all consumers indicate they will try new beverages based on promotions or interesting packaging

MARKETING FUNNEL

COMPETE IN A CROWDED AISLE with **PRIMASEE**

AWARENESS

Attract shoppers with stopping power and stand out from the crowd in a competitive landscape

INTEREST

Deliver promotions, introduce new products and increase shopper interest in your goods

DECISION

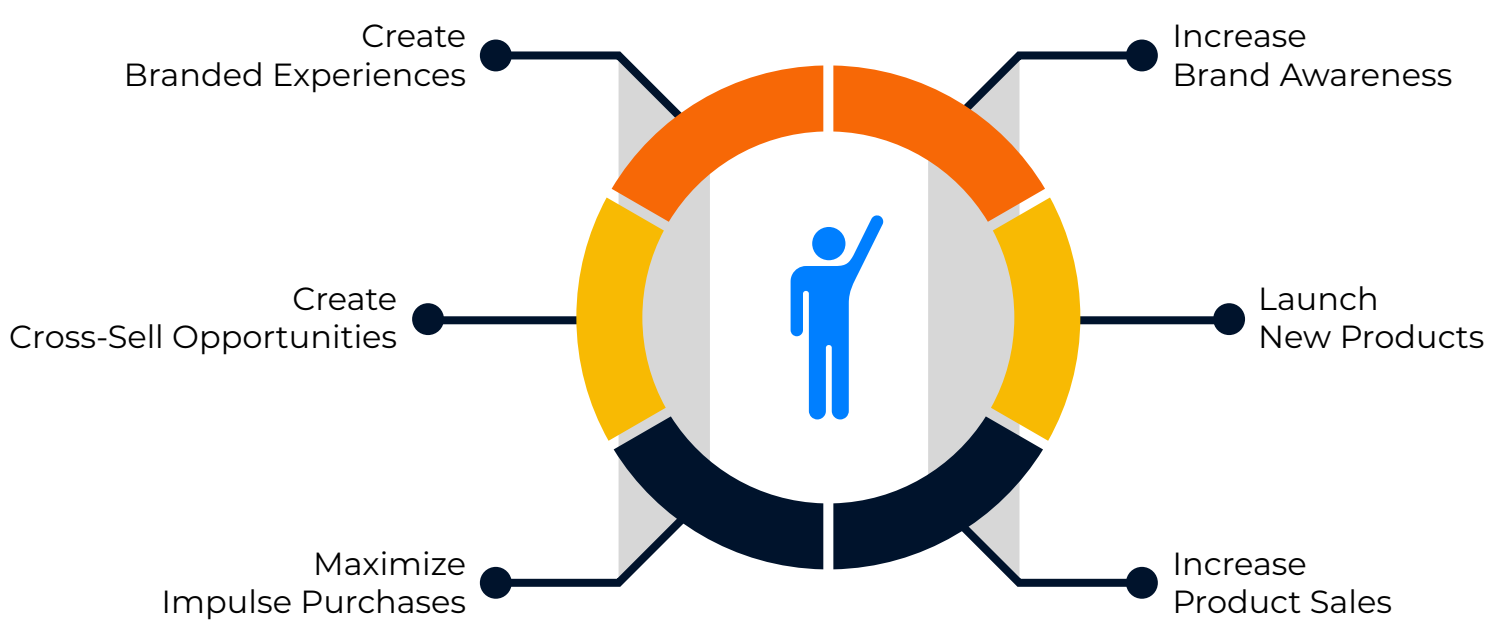
Influence shoppers to select your product at the point of purchase

ACTION

Capture impulse sales while you have a captive audience and satisfy your consumers

SHOPPER ENGAGEMENT

AUGMENT YOUR **GRAB AND GO PROGRAM** with **PRIMASEE**



PRIMASEE FREEZER COOLER

Primasee is a translucent digital display showcasing high-definition, full-motion video embedded within a freezer or cooler door's glass panel. The solution is designed for brands to drive awareness of their products in competitive environments, and offers a compelling and differentiated way to connect and motivate your consumers directly at the point of purchase using sharp, crystal clear promotions.

Incorporate Primasee into your marketing efforts **to get your product noticed**

Engage shoppers with promotions and lifestyle branding **to influence their decisions**

Highlight your brand and product **to tell your story**

