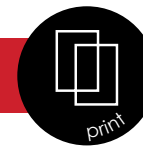


GRAPEVINE Merchandising



“
In-store branding specialist
”





GRAPEVINE Merchandising

Merchandising is the use and setting up of attractive displays in-store.

WHY USE GRAPEVINE FOR MERCHANDISING?

- Grapevine will ensure your material is installed quickly and professionally and is visible for maximum impact
- Our wide spread distribution network guarantees that the merchandising campaign runs smoothly.
- Our merchandisers have established relationships with staff major retailers
- By entrusting your campaign to Grapevine from concept to execution, communication is enhanced across all stages of your store campaign. Deadlines are met with ease, ensuring success

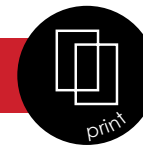
OUR CORE VALUES IN TERMS OF MERCHANDISING

- Clients needs are top priority
- The key to a successful campaign is strong, open communication with client
- Deadline driven and work within an agreed schedule
- Meticulous – every detail is important
- Accountable – our merchandisers are mostly full time employees who are incentivised with performance bonuses
- Providing comprehensive feedback with regards to all aspects of the activation, during and after set-up
- Ability and speed
- Our network extends to South Africa's major centres
- On completion of the job, you will be provided with an all-inclusive feedback report

GARNIER MERCHANDISING

Grapevine installed Floor Stands, Wobblers, Shelf Dividers, Shelf Defenders and Wobblers into a selected list of Clicks Stores for Garnier. The Floor Stands had to be assembled, and stocked with product, and the elements on the shelves had to be arranged with maximum effect.





GRAPEVINE Merchandising

L'OREAL MONTHLY PROMOTIONS – PROMO POLES AND COUNTER UNITS

L'Oreal has a promo pole in each of their top Clicks stores, and a counter unit in their top Edgars and Foschini Stores. Grapevine was responsible for updating these units every month with the relevant promotional material. It takes Grapevine three days to update every store nationally – Ensuring that each month's promotion was up and running at the beginning of the month.



“ International research shows that 70% of all purchase decisions are impulsive, and made at the Point Of Purchase ”



For more information on Grapevine Merchandising and our **rates** please contact our Head Office on 0861 GRAPEVINE or visit www.grapevine.co.za