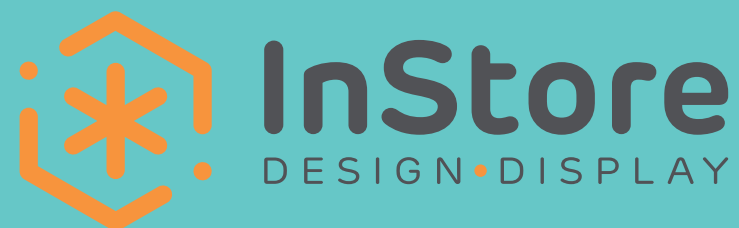


# InStore Creative Services

& PRICING SCENARIOS



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Design Operations Director  
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# Your Partner in Design



Our design offerings not only embody the renowned IDD standard of quality but also seamlessly integrate into our full suite of services, ensuring cohesiveness in every aspect of your project—from quality and aesthetics to messaging and visual merchandising strategies.



**Field Research**



**Discovery &  
Strategy**



**Conceptual  
Ideation & Design**



**3D Modeling**



**Structural Design**

- + Material Selection
- + Sustainability Considerations
- + Instruction Letters



**Graphic Design**



**Production-ready  
Artwork**

## Collaborative Creativity Tailored to Your Goals:

Whether you need design ideas from our team or want us to bring your ideas to life, **our creative team is here to collaborate** seamlessly with your designers and/or brand agency to achieve the desired result.

*We believe every brand deserves an expert to guide and elevate their in-store experience.* With your vision as our priority, InStore Design Display is here to turn it into reality—one that reflects the desired consistency in quality, aesthetics, and messaging.

*InStore Design Display is your go-to resource for design projects, seamlessly guiding you from concept to completion.*



# Field Research



RetailRecon powered by InStore Design Display offers CPG brands and retailers the ability to crowd-source market insights, presenting a unique resource that could help address some of your brand's challenges. RetailRecon powered by InStore Design Display can assist with the following:

- |                       |                  |                      |
|-----------------------|------------------|----------------------|
| On-site Visibility    | Item Checkup     | Concept Tests        |
| Display Audit         | Shopper Insights | Self Evaluation      |
| Price Check           | Mystery Shopping | Competitive Insights |
| On-shelf Availability | Product Insights |                      |

## Shelfgram

Shelfgram provides increased in-store visibility and a suite of competitive intelligence tools to better understand how products look, perform, and compete on the shelf. With Shelfgram, we can find actionable shopper insights, monitor in-store promotions, and spot retail trends.

- |                      |                       |
|----------------------|-----------------------|
| Advisor-level Intel  | Retail Best Practices |
| Execution Compliance | Campaign Tracking     |
| Pricing Validation   | AI Integration        |
| Competitor Insights  |                       |

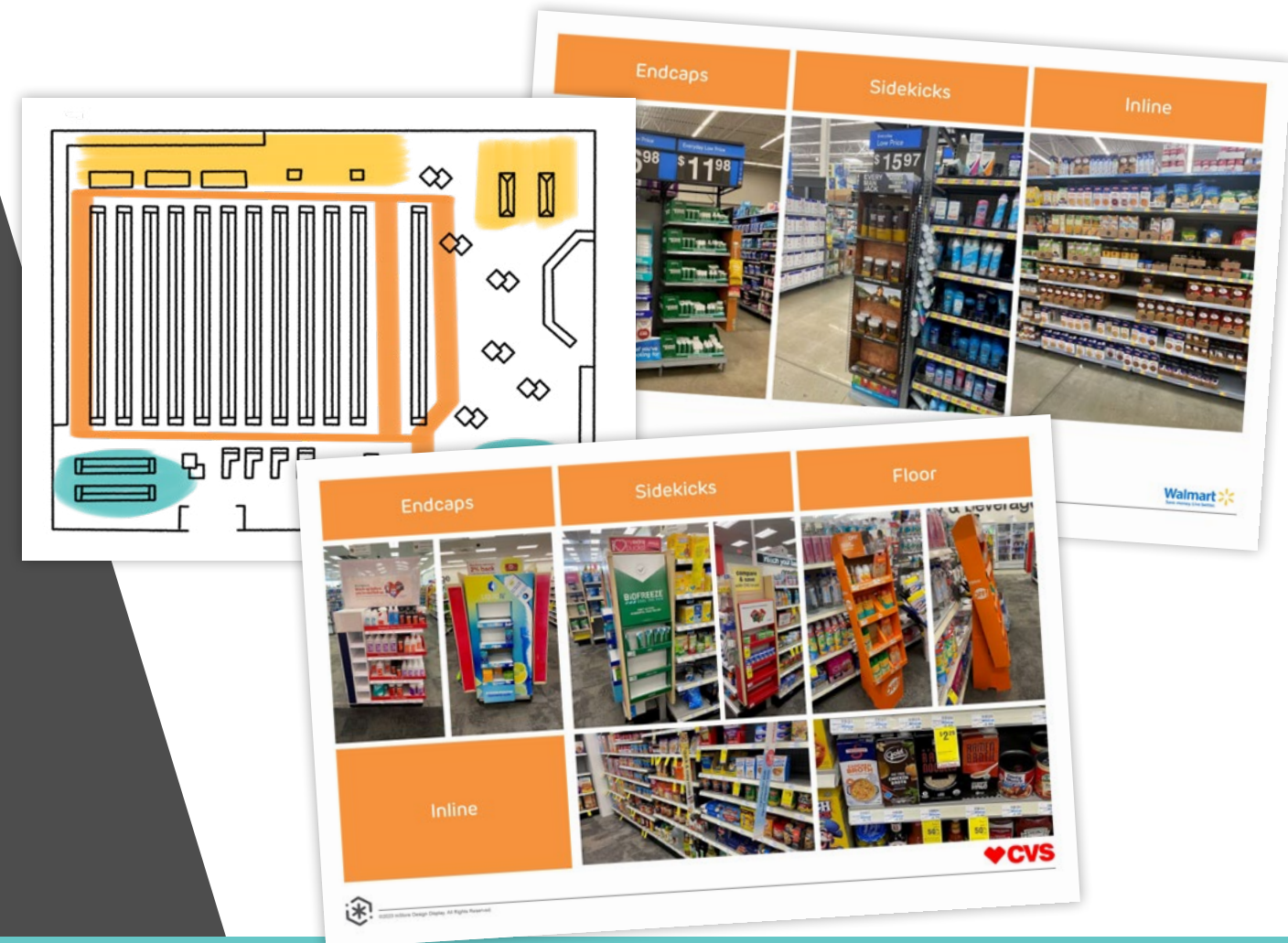


# Discovery & Strategy

At InStore Design Display, our approach to designing retail displays is grounded in a blend of creative ingenuity and strategic research. Our goal is to craft displays that not only captivate customers but also strategically promote your products.

Our discovery and strategy approach:

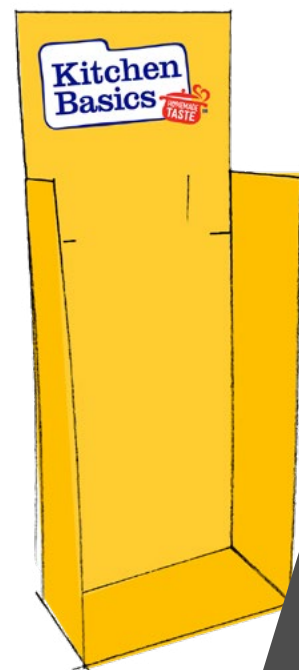
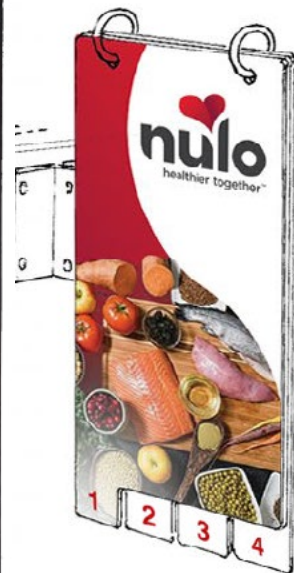
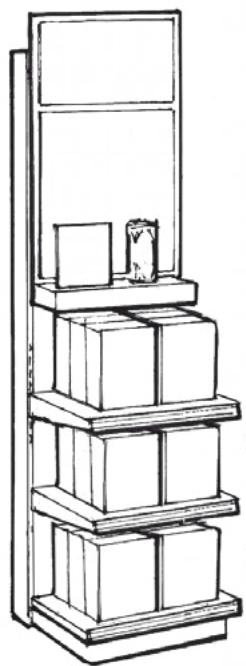
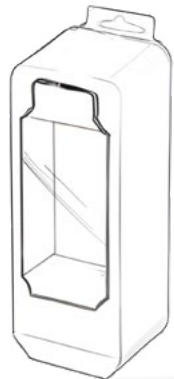
- |                            |                             |                        |
|----------------------------|-----------------------------|------------------------|
| Target Audience Research   | Competitor Analysis         | Technology Integration |
| Product Knowledge          | Seasonal and Trend Analysis | Regulatory Compliance  |
| Store Environment Analysis | Space Planning              |                        |



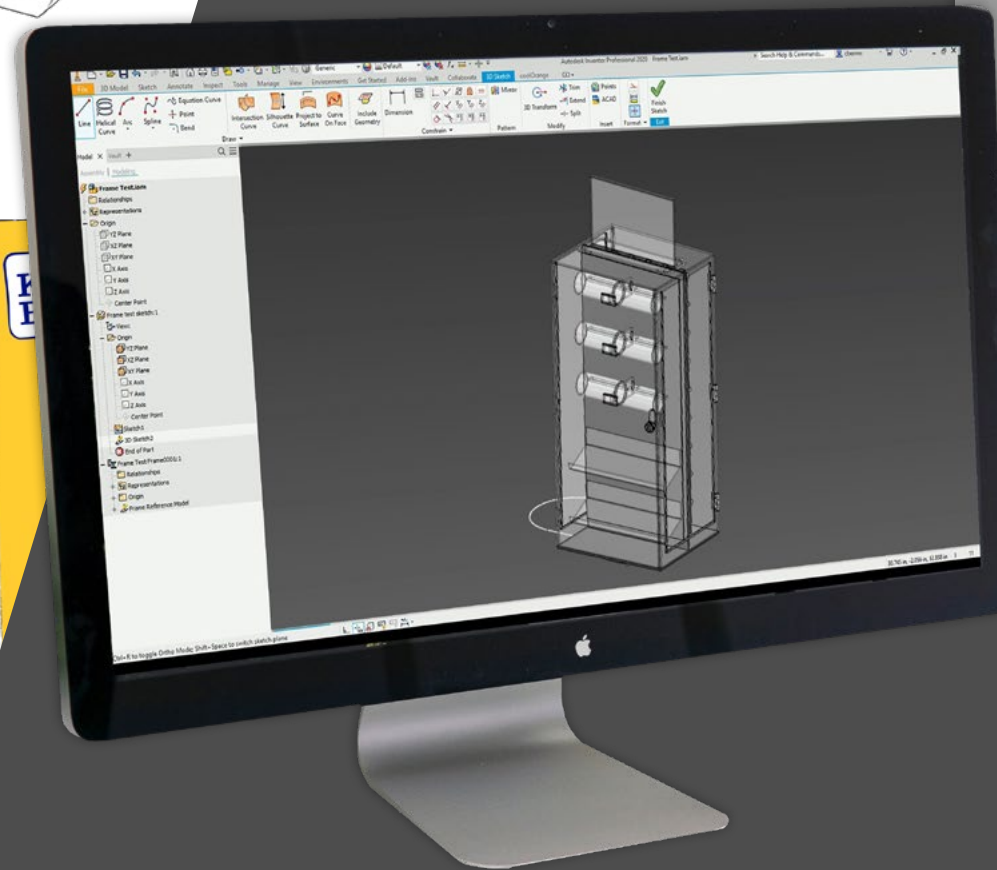


# Conceptual Design

*Conceptual design ensures that displays are not only aesthetically pleasing but also strategically aligned with brand goals, effectively communicate with consumers, differentiate products in a competitive market, and contribute to an enhanced overall shopping experience.*



# 3D Modeling





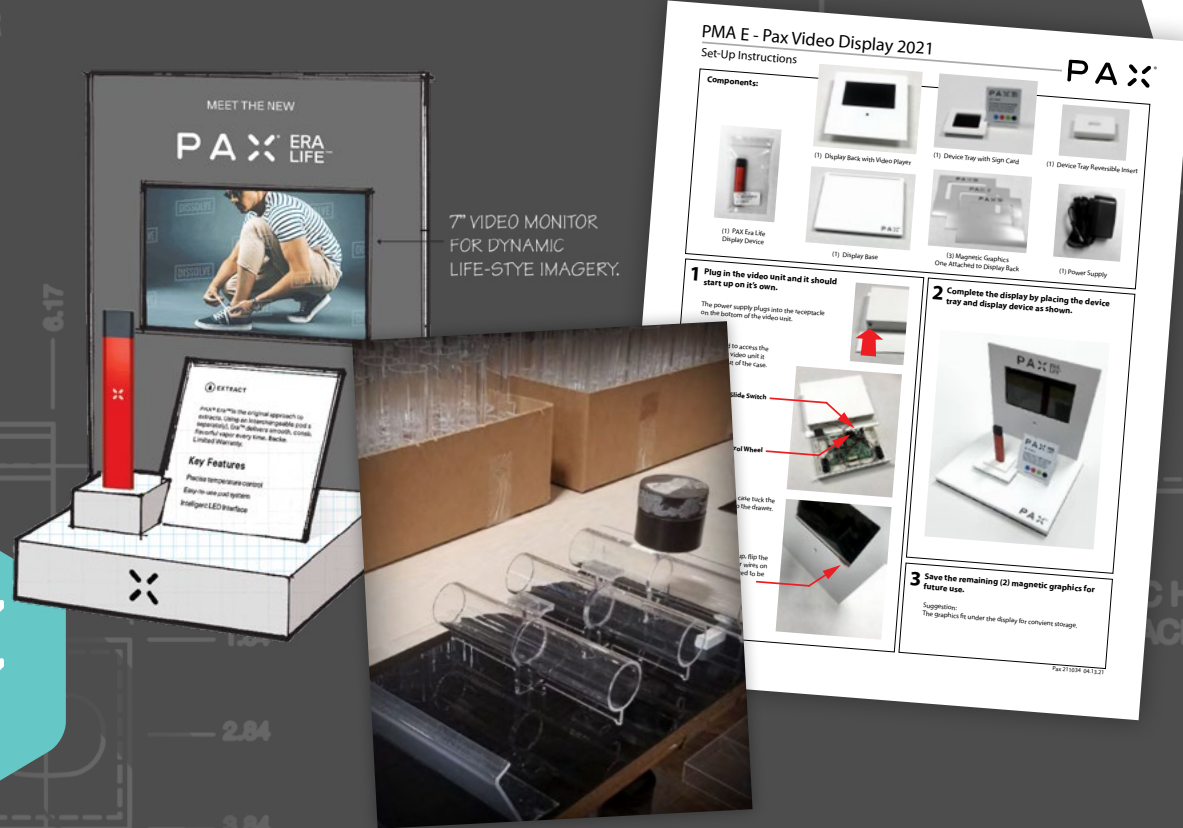
# Structural Design

Structural design focuses on the overall architecture and construction of the display, ensuring that it meets aesthetic requirements and functions effectively and safely.

Material Selection  
Rapid Prototyping  
Modularity

Durability  
Assembly & Disassembly  
Technology Integration

Safety  
Sustainability Considerations  
Instruction Letters



THIS SLAT WALL BRACKET IS CLEAR ACRYLIC ALL THE REST OF THE COMPONENT IS WHITE.



# Additional Services

## Graphic Design

Graphic design plays a pivotal role in shaping the visual identity and perception of a brand. It contributes to brand recognition, credibility, and the overall success of the brand in a competitive market.

Logo Design  
Branding & Identity  
Color Theory

Layout Design  
Infographics  
Environmental Design

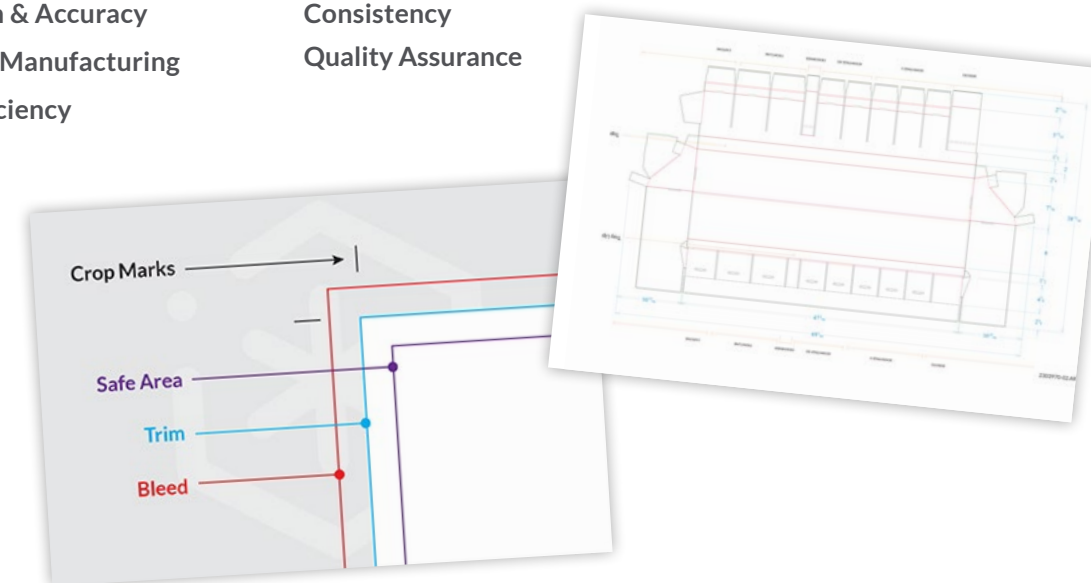
Packaging Design  
Digital Graphics

## Dielines & Production Art

Dielines and production art are essential components in the process of retail display design, especially when it comes to the manufacturing and production stages.

Precision & Accuracy  
Efficient Manufacturing  
Cost Efficiency

Consistency  
Quality Assurance



**Thank you.**