

ACTIVATING THE SHELF-EDGE IN 2022

5 Ways Shelf-Edge Media Can Help Activate Key Consumer Trends

Is your messaging reaching consumers where it matters most, at their point of decision? Shelf-edge media can help activate key consumer trends and drive conversion.



DIGITAL LINKAGE

Seamlessly connect in-store shoppers to expanded digital content like recipes, coupons and product information through QR codes.



HEALTH & WELLNESS

Satisfy shoppers seeking better-for-you products by calling out trending health, lifestyle and ingredient attributes at shelf.



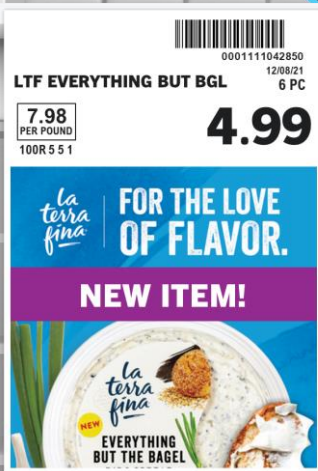
MEAL SOLUTIONS

Combat home cooking fatigue by inspiring shoppers with recipe ideas centered around your product that simplify meal preparation.



NEW ITEMS

Infuse an element of discovery into the shopping experience by drawing attention to new products on shelf.



CONSCIOUS CONSUMERISM

Connect with shoppers' desire to support brands and products that reflect their values by promoting sustainability and social responsibility.

