



Flowers Foods • 30' X 40' • NACS 2014

The jumbo-size logos and product mural graphics acted a lot like billboard signs as their sheer size and color immediately captured people's attention. At 16 feet tall, they definitely brought the visual punch that helped make this booth design a show floor success.

— Tom Barnes
Project Manager

FLOWERS FOODS

Objective

Design a 30' x 40' custom rental exhibit to promote two (2) distinct product lines within Flowers Foods. The needs for exhibition were identical, but each division's area must reflect its own unique brand identity. Also critical was the need for ample product presentation, dedicated storage and reception areas, high identity and a heavy graphic presence for all parties involved.

Approach

Given the shared requirements, the decision to implement a structurally-balanced design was an easy one. This saw the use of two (2) 16'H storage towers connected by 23'W, Flowers Foods-branded, curved frames atop their front and back sides. To address divisional branding needs, arc-shaped frames featuring product-specific fabric graphics were mounted to the front and back of each tower to designate the Mrs. Freshley's and Tastykake areas. An oversize replica of their logo was then mounted to these frames to provide high identity for each division. Additionally, the interior and exterior walls of each tower displayed vinyl mural graphics further promoting each product line.

For product presentation, four (4) double-sided gondolas were used in addition to wall-mounted shelving on the interior wall of each storage tower. Both sides of the booth featured these 3'W and 4'W kiosks with integrated uprights for graphic headers to

be attached. Specialty POP displays flanked these freestanding units, and many more sat alongside the base of the towers, as well. Due to the vast number of display methods used, literally thousands of product samples were able to be presented. And despite the volume of products on display, their physical placement was strategic as it enabled foot traffic to flow freely throughout the space.

A 14' dia. hanging sign was suspended above the front of the booth to provide high identity for Flowers Foods, its divisional entities and their product lines. A Flowers Foods-branded reception desk was located on each side of the booth, as well, so Mrs. Freshley's and Tastykake personnel could welcome and educate visitors about their division and products.

For casual seating and/or meetings, two (2) bar tables with stools were located near the center of the booth.

Results

By providing a functional and stimulating design, Fusion helped Flowers Foods exceed its expectations for this exhibition. One client contact proclaimed it to be their "best NACS Show ever" and "our booth looked awesome!" With so many great comments from booth visitors and, of course, our client—we're proud to have contributed to their success!

