



The Challenge

For the back to school season, 3M wanted to promote their Command™ strip damage-free hanging technology to college students in Walmart stores. 3M's creative agency introduced a relatable and unique dorm bed concept and 3M called Vomela to bring it to life.



The Solution

We created uniform kits for Walmart stores. Each kit included a faux loft bed structure to house 3M's Command™ strip products, a selector wheel with pedestal for easy product selection, and a variety of promotional signage pieces including; banners, shelf talkers, and lug-ons.

The complete promotion shipped partially assembled making it a breeze for in-store setup.



Outer View



Spiny Wheel Selector



Loft Bed



Inside View



The Result

The in-store result proved easy to assemble and showcased 3M's product offering in a fun and interactive application. You could say we have a master's degree in display design engineering; this project allowed us to showcase that skillset while continuing to strengthen our relationship with our long standing partner, 3M.

Materials:

- 3M very high bond (VHB) tape
- 1/8" clear acrylic
- B Flute corrugate
- E Flute corrugate
- Envirocor
- Banner Materials
- Komatex

