

P2 | A7 Ticket Trial

Monday 26 July - Sunday 15 August

Selected Stores



Your store has been selected to trial a new A7 sized price ticket solution for specific displays and furniture in store from P2. The trial is designed to test the effectiveness of these tickets.

Please follow the instructions in this MAP to set up these tickets on the following furniture only:

- Window furniture - P2 Kids Toys (3 x size options. Refer pages 2-4)
- Nest of tables - P2 Kids Toys (Refer page 5)
- Display bases - TV's, Musical Instruments (Refer page 6-7)
- Flat timber shelving - sampled printers and appliances etc.(Refer page 8)

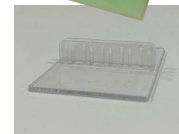
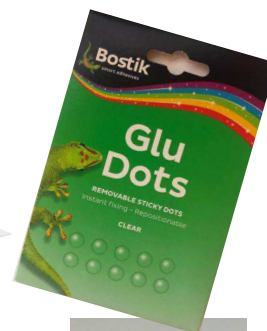
The tickets will be supplied for specific products only, for each promotional period and stores are asked to only use the tickets if they have the above furniture. They should not be displayed in shelf edge data strip and should not be attached directly to product on any occasion.

Please use the accompanying ticket feet provided in the VM Display Ticket Kit. The tickets and kit will arrive separately, so keep an eye out for both to be delivered w/c 19 July.

At the end of the P2 promotion, we will be requesting your feedback before rolling out more broadly across the network.

We will also ask stores to upload photos of each display - further details to be advised.

To help keep your ticket acrylic feet or stands from moving around on furniture, we have supplied removable sticky Glu Dots for your convenience. We suggest one or two dots be used under each acrylic only where necessary and remove each dot fully once no longer sticky.



A7 sized Tickets:

- Selected products across GM, Printers, TV's and Musical Instruments

VM Display Ticket Kit and contents:

- Acrylic ticket feet x 50 (for tables, bases and timber shelves)
- A7 acrylic holders x 20 (for window furniture)
- Removable sticky Glu Dots x 1 pack

Window Furniture - Large Unit

GM | Kids Toys

Shelf	Code	Product
Shelf 1	80682	Decorate Your Light Up Unicorn
	80683	Wooden Unicorn Bead Set
	80681	Dress Up Dolls Travel Playset
Shelf 2	80695	MLP Scented Plush
	80676	My Little Pony Friends
Shelf 3	80677	Disney Princess
	81294	Baby's First Classic Baby
Shelf 4	80685	Disney Resoftables Plush

For stores with a large window furniture unit, please display the A7 tickets as shown to the left of each product (where possible) and adapt to suit your available range.

Use an **A7 acrylic ticket holder** to display each ticket on window furniture.

To help keep the ticket acrylics in place, use one or two removable Glu Dots under each acrylic ticket holder to secure in place on the furniture.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.



Window Furniture - Medium Unit

GM | Kids Toys

Shelf	Code	Product
Shelf 1	80730	Addo Woodlets Musical Xylophone
	80731	Addo Woodlets Tell The Time Clock
	80714	Chunky Vehicles
Shelf 2	80732	Addo Woodlets Tea Party Set
	80714	Chunky Vehicles
Shelf 3	80703	Take Apart Vehicles
	80733	Addo Woodlets Chunky Puzzle
Shelf 4	80715	Magnetic Doodle Board

For stores with a medium window furniture unit, please display the A7 tickets as shown to the left of each product (where possible) and adapt to suit your available range.

Use an A7 acrylic ticket holder to display each ticket on window furniture.

To help keep the ticket acrylics in place, use one or two removable Glu Dots under each acrylic ticket holder to secure in place on the furniture.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.



VM Tip!

Use your VM kit of parts to support your product displays.

Bridge sets can elevate products and they can also be flipped upside down to stand products up.



Bridge Sets



Large book Stand



Small book Stand

Window Furniture - Small Unit

GM | Kids Toys

Shelf	Code	Product
Shelf 1	80799	Thomas Diecast Engines
	80684	Resoftables Thomas Plush & Book
Shelf 2	80716	Air Sea Rescue Team
	80725	Busy Boards Book & Toy
Shelf 3	80718	Funtime Sounds
	80717	Teamsterz Vehicles
Base	80734	New Bright Polaris Racer

For stores with a small window furniture unit, please display the A7 tickets as shown to the left of each product (where possible) and adapt to suit your available range.

Use an A7 acrylic ticket holder to display each ticket on window furniture.

To help keep the ticket acrylics in place, use one or two removable Glu Dots under each acrylic ticket holder to secure in place on the furniture.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.



Nest of Tables Display

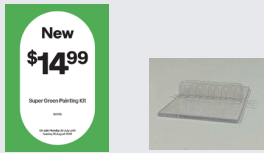
GM | Kids Toys

For stores with nest of tables, please display the A7 tickets as shown and adapt to suit your range.

Use an acrylic ticket foot to hold each ticket.

To help keep the tickets in place, use one or two removable Glu Dots under each acrylic ticket foot to secure in place on the furniture.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.



Code	Product
80704	Super Green Dough 4pk
80707	Super Green Dough Kit
80705	Super Green Painting Kit
80706	Super Green Art Easel
80696	Crystal Creations
80697	Rock Art
80699	Make & Paint
80729	Glow In The Dark Sticker Activity
80741	Disney Ultimate Colouring
80742	Disney Classic Collection



- Example layout only. Please select products on hand from this range and feature the A7 tickets provided
- Secure the ticket feet in place using a removable Bostik sticky Glu Dot provided.

Tech | Musical Instruments

MGC wall bay | Option 1

Shelf	Code	Product
Flat Shelf	81485	Mistral Effects Pedal
	81486	Mistral Bluetooth Cassette & Radio Player
	81484	Mistral Wireless Microphone
Flat Shelf	81489	Mistral 10W Amp
	81488	Mistral Bluetooth Turntable w/ Speakers
Flat Shelf	81487	Mistral Karaoke Machine
	81491	Mistral Electronic Drumkit
	81490	Mistral Trolley Speaker
Base	81492	Mistral Keyboard
	81493	Mistral Electric Guitar

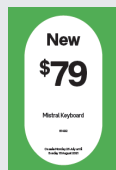
For stores displaying musical instruments on MGC wall bay or flat timber shelving, please display the A7 tickets to the left each sampled product on the centre shelves only. Do not position on top shelves or bases of wall bays.

Use an acrylic ticket foot to hold the ticket.

If required, to help keep the tickets in place, use one removable Glu Dot under each acrylic ticket foot to secure in place on the shelf.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach to products at any time.

The remaining lines on the base and top shelves should be ticketed with shelf edge ticketing and 'New' ticket talkers in the shelf edge data strip.



Example only: MGC wall bay Musical instruments product story.

VM Tip!

Alternative display locations for this product range is on display bases, H gondola side and end cap or the window furniture.

Tech | Musical Instruments

Display Base | Option 2

For stores displaying musical instruments on a display base, please display the A7 tickets to the left each sampled product where possible.

Use an acrylic ticket foot to hold the ticket.

To help keep the tickets in place, use one or two removable Glu Dots under each acrylic ticket foot to secure in place on the product box or base.

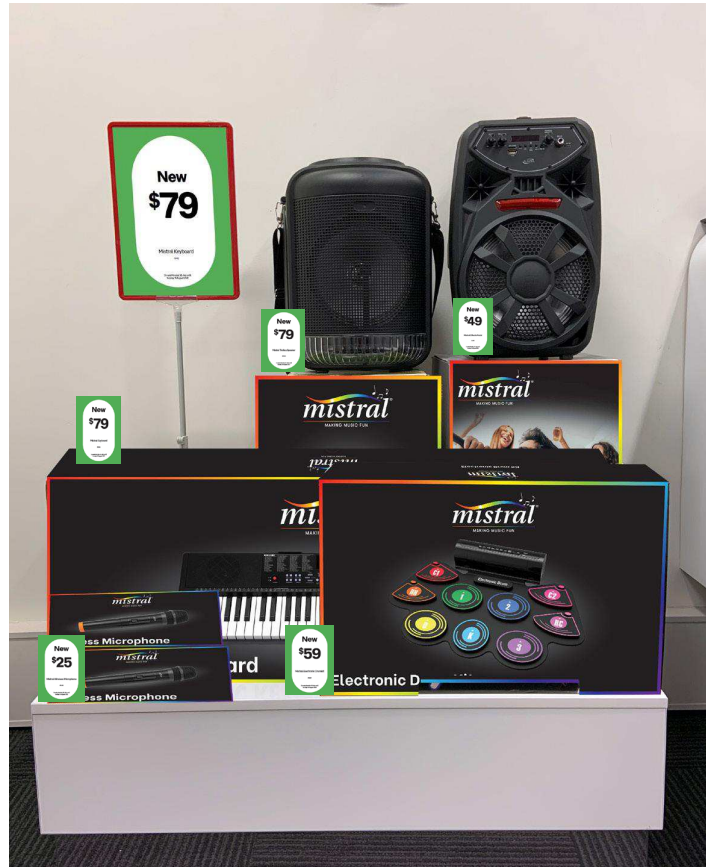
Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.

Please adapt to suit your available printer range. One A4 ticket can be used in conjunction to highlight a hero product.



VM Tip!

Sampling products out the box is a great way to showcase the products to customers and can help boost your store's sales.



Example only: Musical instruments, adapt your display to suit your available range.

Tech | TV's

Display Base



Example only: TV's can also be displayed sampled out of the box, and where necessary, display empty boxes.

For stores displaying TV's on a display base, please display the A7 tickets where possible and adapt to suit your range. Refer example.

One A4 ticket can be used in conjunction to highlight a hero product.

Use an acrylic ticket foot to hold the ticket.

To help keep the tickets in place, use one or two removable Glu Dots under each acrylic ticket foot to secure in place on the product box or base.

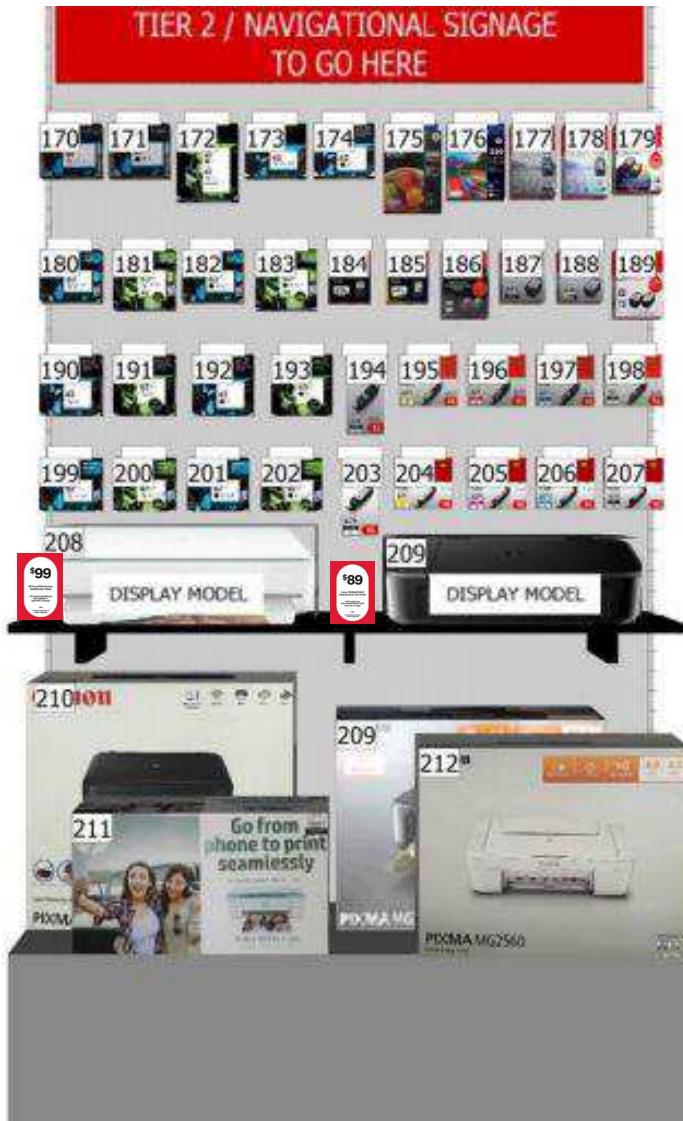
Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach directly to products at any time.

One A4 ticket can be used in conjunction to highlight a hero product.



Sampled Printers

Planogrammed - Wall Bay option



Example shown: 4 bay (bay 4) STA_D Stationery planogram.

For stores with a printer display base BST_B, please display the A7 tickets to the left each printer.

Use an acrylic ticket foot to hold the ticket.

If required, to help keep the tickets in place, use one removable Glu Dot under each acrylic ticket foot to secure in place on the top of each printer boxes.

Please adapt to suit your available printer range. One A4 ticket can be used in conjunction to highlight a hero product.

For stores with 3 or 4 stationery wall bays STA_C or STA_D with sampled printers on a timber shelf, please follow the latest planogram (available on POP) and display the A7 tickets to the left each printer.

Use an acrylic ticket foot to hold the ticket.

If required, to help keep the tickets in place, use one removable Glu Dot under each acrylic ticket foot to secure in place on the shelf.

Please discard remaining tickets and do not display A7 tickets in shelf edge data strip or attach to products at any time.



Printers

Planogrammed - Display Base option



Example shown: Display Base BST_B planogram.

Help and Feedback

For POS delivery and queries, please contact RetailChannelMarketing@auspost.com.au

For queries relating to this trial, please email DLVisualMerchandisingTeam@auspost.com.au