

# Rum Chata Takes a Different Approach to Promote Its 50 ml Mini Bottles



2-MMT



2-MMU

Each strip can hold up to 8 Rum Chata Minis and can hang anywhere in a store.

**The goal:** Get 50 mil Rum Chata bottles into the hands of coffee drinkers.

**The solution:** A printed display strip and a printed header that looks good, gets people's attention, and places Rum Chata in locations where this creamy, delicious drink doesn't normally hang out.

For this promotion, Do-It Corporation digitally printed a 2-MMU display strip and 2-MMT header that, when combined, create a seamless, attractive display. The header has adhesive on the front. This then attaches to the strip. Do-It carefully matched all of the colors — even the gold on the caps.

Customers are going to be pleasantly surprised to see these products show up anywhere in the store. Stores can place these strips in the liquor aisle, in the coffee aisle, at check-out — the opportunities are limitless.

More opportunities to see the product, means more impulse sales. And as the product gets removed the header and strip continue to inform and promote the Rum Chata brand to the consumer.



Printing messages on the strip allows the strip to keep selling and promoting even after the products have been purchased.