



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



2024

GROCERY
PLAYBOOK

FOR PDP AWARDS & INSIGHTS



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



ENDCAPS AWARDS INTRODUCTION

ENDCAPS 2024 GROCERY PARTNERS

ENDCAPS 2024 GROCERY WINNERS

PLAYBOOK PDP BEST PRACTICES

GROCERY VISUAL TRENDS

UPCOMING 2025 ENDCAPS AWARDS



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WHAT

The ENDCAPS are independent, unbiased industry awards celebrating and elevating brands for best-in-class digital merchandising and PDP activation, but also providing a platform to share the latest best practices in order to empower all industry leaders to elevate their digital merchandising standards.

WHY

Many in the industry still see the digital shelf as a project—but we see it as a practice. Achieving true digital shelf excellence isn't a one-time effort; it's built, refined, and measured over time to keep pace with the demands of today's marketplace.

While awards for advertising are plentiful, digital merchandising has never had an unbiased platform to recognize and celebrate those who set the standard.

The ENDCAPS change that by uniquely spotlighting the benchmarks and best practices essential for lasting digital shelf success, empowering practitioners to continuously innovate, measure, and elevate their digital presence.



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HOW

The ENDCAPS assembles a community of industry partners and a panel of judges to assess PDPs within select mega categories throughout the year on select digital merchandising criteria across key retailers in chosen markets, shortlisting finalists and awarding overall mega category and relevant sub-category brand winners on a rolling category cadence.

PDP nominations and participation are entirely free of charge, making it accessible to all eligible category brands, agencies, and solution providers.

2024-25 MEGA CATEGORIES



2024-25 RETAILERS



2024-25 PDP CRITERIA

 Content Completeness	 Shopper Centricity	 Mobile Readiness
 SEO Optimization	 Social + UGC Integration	 Growth Incrementality



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2024 GROCERY AWARDS PARTNERS



firstmovr is a satellite center of excellence for omnichannel education and change management. Through strategic storytelling, customized upskilling, and expert advisory, we ready leaders not just for what's next, but for how to willfully navigate and lead it.



The Digital Shelf Institute (DSI) is a commerce community that brings together brand manufacturers, retailers, and digital experts. We're dedicated to developing and sharing the best digital shelf practices and strategies to thrive in this new era of commerce.

VIZIT

Vizit is the #1 Visual AI platform for digital commerce providing ecommerce, creative and marketing teams with the first—and only—way to predict, measure, optimize, and monitor your content's effectiveness so you can deliver the right content for consumer audiences at scale.

medium.

Medium is the marketing agency for retail technology solution partners, delivering the strategy, creative, and execution needed to drive meaningful engagement with your buyers and convert them into customers.

EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:



firstmovr™

**YOUR PARTNER FOR
OMNI EDUCATION +
CHANGE MANAGEMENT**

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



VIZIT

The #1 Visual AI platform for digital commerce providing ecommerce, creative and marketing teams with the first—and only—way to predict, measure, optimize, and monitor your content's effectiveness so you can deliver the right content for consumer audiences at scale.



Become a Member of the DSI



Ask questions



Network



Stay up to date



Become a member and join the conversation today!

Listen and Subscribe!



UNPACKING THE
DIGITAL SHELF

||| PODCAST |||



DIGITAL SHELF

SUMMIT 25

NEW ORLEANS

April 7-9

medium.

Community-Driven Commerce

At Medium, we are a B2B agency dedicated to connecting best-in-class solution providers with brands and retailers. Through data-driven content, hosted events, educational roundtables, and a premier partner ecosystem, we foster the interactions that power the retail and eCommerce industry.

mediummarketing.co.uk



Building the Candid Commerce Community

*Our mission
comes to life
through:*

- 📅 Invitations to Exclusive Candid Commerce Events
- 👥 Peer-to-peer Meetups at flagship 3rd party events
- 🤝 Strategic Partnerships with Educators and Influencers
- 👁️ Valuable Insights on the Retail and eCommerce Technology Space
- 🗣️ Opportunities to Participate



Scan the QR code to sign-up to the Candid Commerce community and we'll keep you up to date with the latest from Medium.



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2024 GROCERY PANEL OF JUDGES



LAUREN LIVAK GILBERT
EXECUTIVE DIRECTOR
DIGITAL SHELF
INSTITUTE 



ELI ORKIN
CHIEF MARKETING OFFICER
VIZIT



ADAM HUTCHINSON
CHIEF STRATEGY OFFICER
medum.



TODD HASSENFELT
GLOBAL SR. DIRECTOR




MEGAN LIPPERT
FORMER CHIEF OPERATING OFFICER




CHRIS PERRY
CHIEF LEARNING OFFICER




OSKAR KASZUBSKI
CHIEF GROWTH OFFICER




AMANDA WOLFF
BOARD MEMBER & CONTRIBUTOR




ENDCAPS

2024 GROCERY

100'S OF PDP NOMINATIONS



Thank you to all who participated!



2024 GROCERY AMAZON PDP FINALISTS

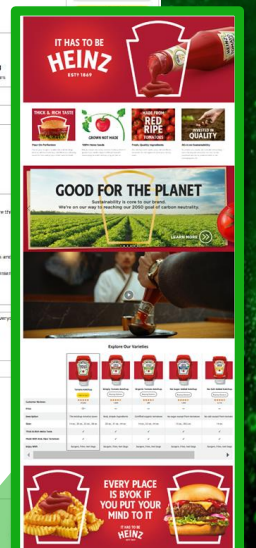
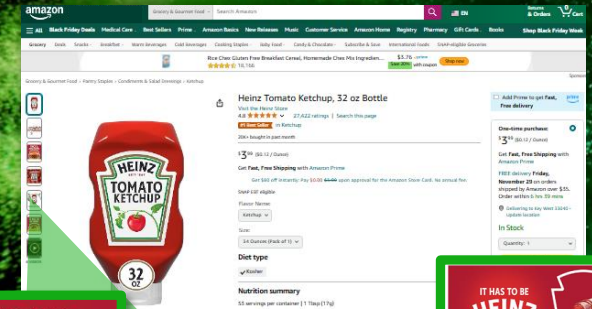
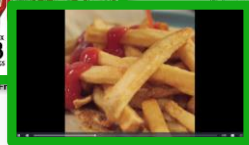
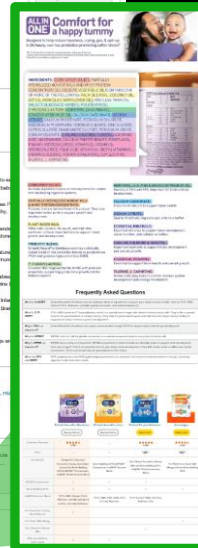
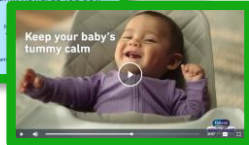
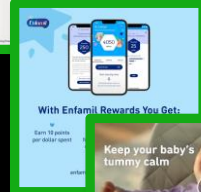
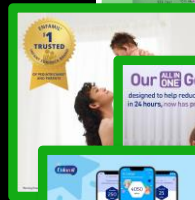
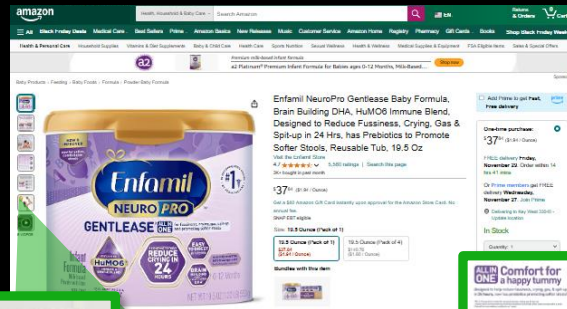


KraftHeinz

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2024 GROCERY AMAZON PDP FINALISTS



Carbe Diem Spaghetti | 3x 12oz Bags | Lower Net Carb Pasta with a Traditional Flavor & Texture | Pasta Re-imagined for Healthy Lifestyles | Spaghetti Pasta | Spaghetti Noodles | Lower Calorie Pasta

FEEL GOOD ABOUT WHAT YOU EAT

HOW TO COOK CARBE DIEM:

BOIL water in a large pot.

ADD Carbe Diem Spaghetti to the pot.

COOK for 10-12 minutes.

DRAIN the spaghetti.

SAUCE the spaghetti with your favorite sauce.

WE'RE ON A MISSION TO REIMAGINE THE FOOD YOU LOVE.

PASTA NIGHT IS BACK!

REIMAGINE THE FOOD YOU LOVE

BUT HOW DO WE DO IT?

CLASSIC WHEAT PASTA is made from wheat. It's high in carbs and calories. **Carbe Diem Spaghetti** is made from chickpea flour. It's lower in carbs and calories. **Carbe Diem Spaghetti** is also made with a traditional flavor and texture. **Carbe Diem Spaghetti** is a healthy alternative to wheat pasta.

HOW TO COOK CARBE DIEM!

WE'RE ON A MISSION TO REIMAGINE THE FOOD YOU LOVE.

16g PROTEIN

VEGETARIAN

4 BURGERS

BACK ON A SANDWICH

READY IN 5 MINUTES

GREAT ON THE GRILL

MorningStar Farms

ORIGINAL BURGERS

16g PROTEIN

4 BURGERS

MorningStar Farms Veggie Burgers, Plant Based, Frozen Meal, Grillers Original, 8oz Bag (4 Burgers)

AMERICA'S FAVORITES

made from plants!

HELLO, PLANT-BASED POSSIBILITIES.

ORIGINAL SAUSAGE PATTIES

VEGETARIAN RECIPES

OUR PURPOSE

16g PROTEIN

4 BURGERS

KETO FRIENDLY

FIT A LOW CARB LIFESTYLE

NON-PROCESSED

25 CAL

Ingredients

BRING THE BOLD

Ro-TEL Diced Tomatoes with Green Chiles, 10 Oz

BRING THE BOLD TO YOUR FOOD

Ingredients

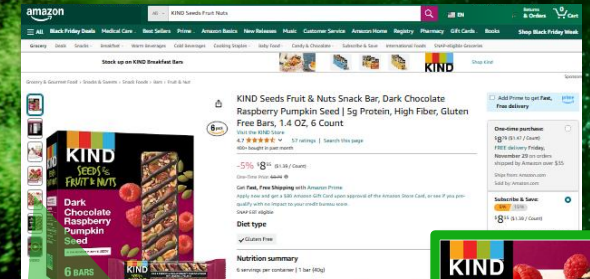
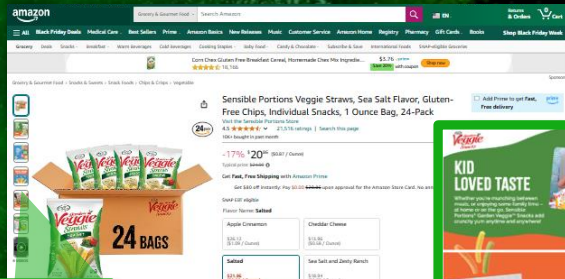
BRING THE BOLD

Similar Items that may deliver to you quickly



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2024 GROCERY AMAZON PDP FINALISTS



PERFECTLY PORTIONED FOR ANY OCCASION

After school snack

FAMILY APPROVED SNACK

NO ARTIFICIAL FLAVORS AND NO ARTIFICIAL PRESERVATIVES

GLUTEN FREE

VEGIE STRAWS

IRRESISTIBLY

CRAVEABLY CRUNCHY

Frequently bought together

Sensible Portions Veggie Straws, Sea Salt Flavor, 24-Pack, \$12.99

Phonix's Bunchy Apple White, \$12.99

Seedsling's Poppers, Gluten Free, \$12.99

Total price: \$60.71

KID LOVED TASTE

GARDEN VEGGIE STRAWS™

GARDEN VEGGIE™ WAVY CHIPS

CRAVEABLY CRUNCHY

Sensible Portions Veggie Straws, Sea Salt Flavor, 24-Pack, \$12.99

Sensible Portions Veggie Straws, Sea Salt Flavor, 24-Pack, \$12.99

Sensible Portions Veggie Straws, Sea Salt Flavor, 24-Pack, \$12.99

Sensible Portions Veggie Straws, Sea Salt Flavor, 24-Pack, \$12.99

Bubbling with benefits

no artificial flavors or colors

Bloom

sparkling energy

Flavor that's worth the type

Meet our founder, Mari Llewellyn

It's your time to Bloom

Bloom

sparkling energy

Energy Drinks Reimagined

Flavor that's worth the type

Meet our founder, Mari Llewellyn

It's your time to Bloom

DELICIOUS snack break

real & WHOLE ingredients

KIND

SEEDS & FRUIT & NUTS

KIND

SEEDS & FRUIT & NUTS

Dark Chocolate Raspberry Pumpkin Seed

KIND

SEEDS & FRUIT & NUTS

Dark Chocolate Raspberry Pumpkin Seed

5g Protein

#1 INGREDIENT SEEDS

Gluten Free

Ingredients you can see & pronounce

Similar items that may deliver to you quickly



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2024 GROCERY AMAZON PDP FINALISTS

FERRERO

BIMBO Bakeries USA

Amazon PDP for Ferrero Rocher, 12 Count, Premium Gourmet Milk Chocolate Hazelnut, Individually Wrapped Candy for Gifting, Mother's Day Gift, 5.3 oz. The page features a product image, a price of \$15.99, and a 'Buy Now' button. A 'Gift Collectible wrap options' banner is visible at the top.

THE GOLDEN EXPERIENCE
ELEVATE PRECIOUS MOMENTS
Get inspired by our home products and celebrate precious moments with something special.

THOMAS' English Muffins
NO HIGH FRUCTOSE CORN SYRUP
8 grams of fiber under 100 calories. You're welcome.
CALORIES*

ECC egg chives

Amazon PDP for Thomas' Light Multi Grain English Muffins, 6 count, (0.5 oz each), Multi-Grain English Muffins, 12 oz Tray. The page includes a product image, a price of \$5.99, and a 'Buy Now' button. A 'Prime Savings' banner is visible at the top.

THOMAS' Delicious Multi-Grain English Muffins
Upgrade your morning routine
No reason not to indulge
Create a delicious, new routine that opens up a new world of possibilities.

Congratulations TO 2024 FINALISTS!



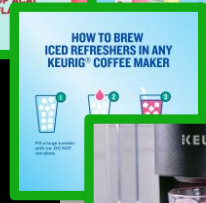
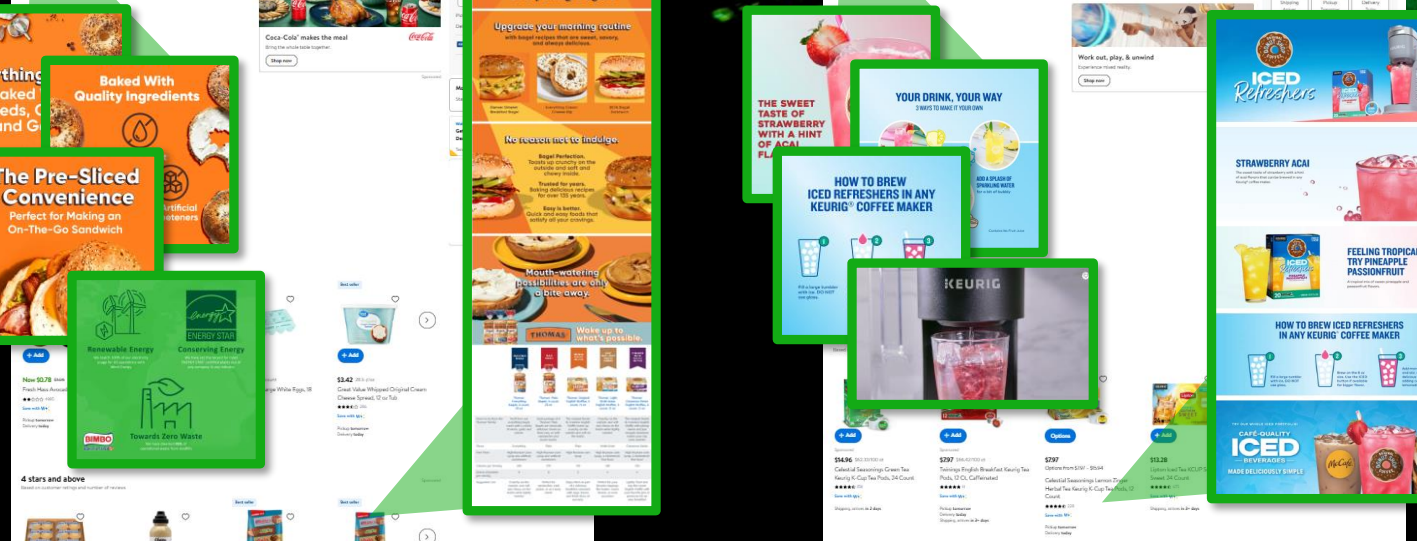
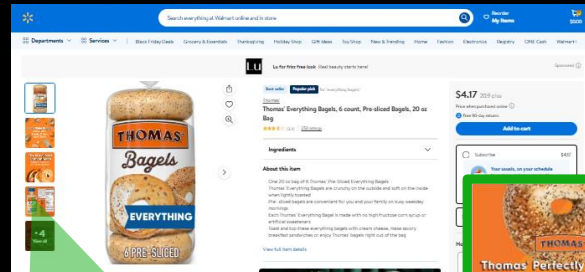
2024 GROCERY WALMART PDP FINALISTS



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2024 GROCERY WALMART PDP FINALISTS



FERRERO

Mondelēz International

#1 Trusted hypoallergenic infant formula brand by pediatricians

Hypoallergenic formula that helps control colic to feel the relief

Is your little one experiencing any of the following?

- Colic: Excessive crying
- Digestive: Blood in stools
- Skin: [Image of rash]

Nutramigen with LGG starts providing relief within 24 hrs.

Similar items you might like

Control One Colic. Feed the Relief!

With Enfamil Rewards You Get:

- 100 Star Points per dollar spent
- 100 Star Points for enrollment
- Member points for great prices and cash back rewards

Join Now

CRISPEY, CRUNCHY, PEANUT-BUTTERY!

UNWRAP THE PERFECT TREAT

UNWRAP HOLIDAY MAGIC

Unwrap Your Favorite Tastes

Butterfinger, Chocolate, Peanut Butter, Fun Size Candy Bars, 10.2 oz

CRISPEY, CRUNCHY, PEANUT-BUTTERY!

BRING THE FUN WHEREVER YOU GO

TAKE FUN ON THE GO!

SHARE A MINI MOMENT!

SHARE SOME CHOCOLATEY CREAM!

Full Flavor, zero sugar

4 stars and above

CRISPEY, CRUNCHY, PEANUT-BUTTERY!

BRING THE FUN WHEREVER YOU GO

TAKE FUN ON THE GO!

SHARE A MINI MOMENT!

SHARE SOME CHOCOLATEY CREAM!

CRAVEABLE TASTE AND CRUNCHY TEXTURE

BUILT WITH PURPOSE

POWERFUL PROTEIN FOR POST-WORKOUT

CLIF BUILDERS PROTEIN

CLIF BUILDERS PROTEIN

CRISPEY, CRUNCHY, PEANUT-BUTTERY!

CRISPEY, CRUNCHY, PEANUT-BUTTERY!

BRING THE FUN WHEREVER YOU GO

TAKE FUN ON THE GO!

SHARE A MINI MOMENT!

SHARE SOME CHOCOLATEY CREAM!

Full Flavor, zero sugar

4 stars and above

SERIOUS PROTEIN. SATISFYING TASTE.

CLIF BUILDERS PROTEIN

COMPLETE PLANT PROTEIN TO HELP REBUILD MUSCLE



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2024 GROCERY WALMART PDP FINALISTS

Mondeleēz International

KRUSTEAZ

Glanbia

Product page for Ritz Toasted Chips. Price: \$3.92. Features a 'REAL IS GOLD' badge and an 'Add to cart' button. Includes a 'MAKEOVER THE MORNING' section with a recipe for Ritz Pulled Pork Dip.

Product page for Krusteaz Refrigerated Chocolate Brownie Batter. Price: \$5.48. Features a 'POUR. BAKE. WOW!' badge and an 'Add to cart' button. Includes a 'From Frozen to Fast' section.

Product page for Optimum Nutrition Gold Standard 100% Whey Protein Powder. Price: \$27.94. Features a 'DOUBLE RICH CHOCOLATE' badge and an 'Add to cart' button. Includes a 'No Artificial Growth Hormones RBST Free' badge.

Ritz Toasted Chips product image.

Ritz Pulled Pork Dip recipe card. Includes ingredients and instructions.

"Everyone at work steals a handful when they pass by."

Ritz Toasted Chips product image.

Ritz Toasted Chips product image.

Krusteaz Batter product image with text: 'Makes an 8x8'.

Krusteaz Batter product image with text: 'ADD YOUR FAVORITE MIX-INS! Raspberry Jam'.

Krusteaz Batter product image with text: 'SIMPLY BAKE'.

Krusteaz Batter product image with text: 'NEW KRUSTEAZ BATTERS'.

Krusteaz Batter product image with text: 'KRUSTEAZ THE NEW WAY TO BAKE', 'POUR. BAKE. WOW!', 'NO MIXING, NO MESS!', 'ENJOY DELICIOUS, SCRATCH-LIKE TREATS ANY TIME!'.

Optimum Nutrition Protein Powder product image with text: 'No Artificial Growth Hormones RBST Free'.

Optimum Nutrition Protein Powder product image with text: 'World's #1 Best-Selling Sports Protein Powder Brand'.

Optimum Nutrition Protein Powder product image with text: 'Helps Build & Maintain Muscle'.

Optimum Nutrition Protein Powder product image with text: 'Unlock recovery.'.

Optimum Nutrition Protein Powder product image with text: 'OPTIMUM NUTRITION Is the World's #1 Sports Nutrition Brand', 'Available in 4 Flavors', 'New Look Same Trusted Quality'.



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2024 GROCERY WALMART PDP FINALISTS



HELLMANN'S Creamy Sriracha Sauce

ADD A SPICY, TANGY KICK TO YOUR FAVORITE RECIPES.

DIP, DRIZZLE, OR DRESS. DELICIOUS RESTAURANT-WORTHY DRIZZLE SAUCES.

MADE WITH RED JALAPENOS FOR A TANGY, SPICY TASTE.

USE AS A DIP, DRIZZLE, OR DRESSING.

REAL TASTE. LESS WASTE.

COMMITTED TO REDUCING FOOD WASTE.

QUESTIONS & ANSWERS

1. WHAT IS THE FLAVOR PROFILE OF THIS SAUCE? THIS SAUCEOFF SAUCE HAS A SPICY, TANGY TASTE.
2. HOW DO I USE THIS SAUCE? YOU CAN COMBINE IT WITH YOUR FAVORITE RECIPES AS A DIP, DRIZZLE, OR DRESSING.
3. IS THIS A DIET-FRIENDLY CONDIMENT? THIS SAUCE IS LOW IN SUGAR AND DOES NOT CONTAIN ADDED SUGARS.

Knorr Rice Sides

Rice and pasta blend with broccoli in a chicken-flavored sauce.

a side dish to base for a delicious meal.

Bring rich, healthy flavor to meals.

Our Purpose

Whether it's creating high-quality products, offering unique and innovative products, or supporting organizations and initiatives, Knorr remains committed to its long history of making good food responses to everyday life.

QUESTIONS AND ANSWERS

1. Does this Rice Sides contain any artificial flavors? No, this Rice Sides contains no artificial flavors or preservatives and is added MSG except from naturally occurring ingredients.
2. Does this Rice Sides come with a suggested recipe? Yes, you can find a delicious recipe on the back of the packaging.
3. Does Knorr make any other products? Yes, Knorr makes many other products, including soups, gravies, sauces and dressings.

Congratulations TO 2024 FINALISTS!



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2024 GROCERY TARGET PDP FINALISTS



MIXED BERRY PROTEIN-PACKED POWERHOUSE

10g PROTEIN

0g ADDED SUGAR

EVERY DAY SNACK STRONG ON THE GO

STRONGER MAKES EVERYTHING BETTER

ON THE GO PROTEIN SOLUTIONS TO HELP STRENGTHEN YOUR EVERYDAY ROUTINE.

23g PROTEIN

9 ESSENTIAL AMINO ACIDS

COMPLETE PROTEIN

VITAMIN D & CALCIUM

STRONGER MAKES EVERYTHING BETTER

REMIXX YOUR SNACK

TAKE YOUR SNACKING ROUTINE TO THE NEXT LEVEL

TAKE YOUR SNACKING ROUTINE TO THE NEXT

THE GREEK YOGURT

11g PROTEIN BOLD MIX-INS

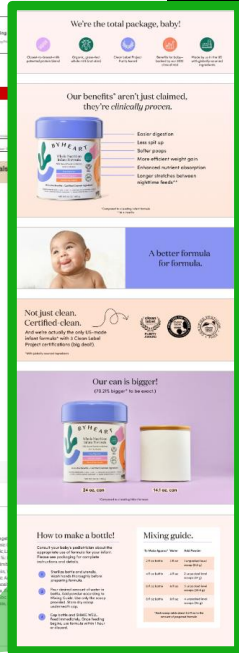
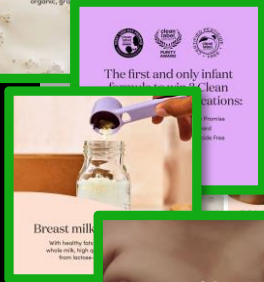
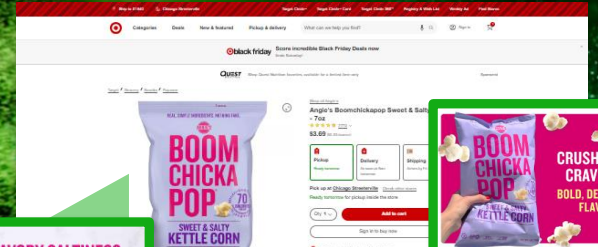
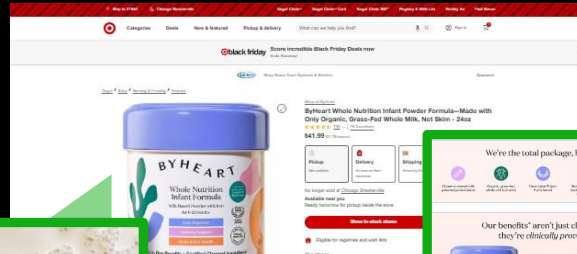
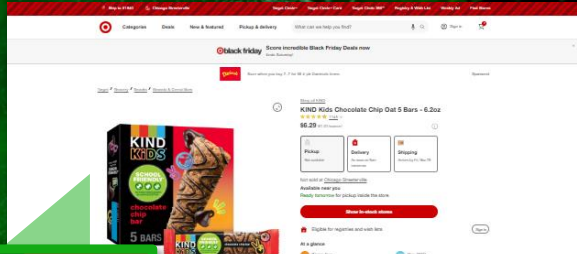
REMIXX YOUR SNACK.

SNACK STRONG WITH OIKOS REMIX



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2024 GROCERY TARGET PDP FINALISTS





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2024 GROCERY TARGET PDP FINALISTS

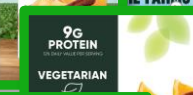
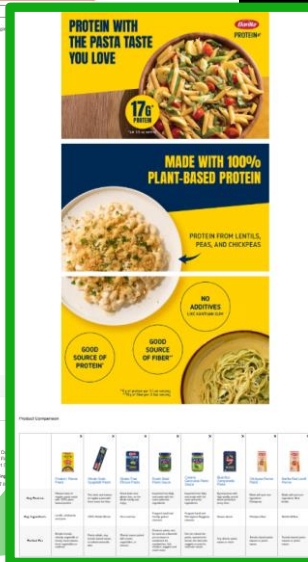
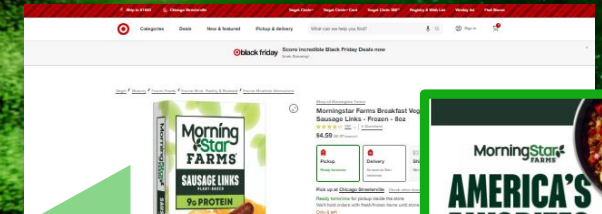
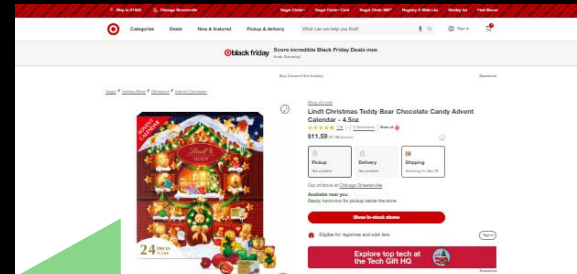
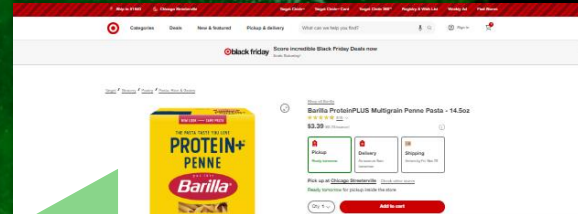
Barilla

The Italian Food Company. Since 1877.



LINDT & SPRÜNGLI

Kellanova



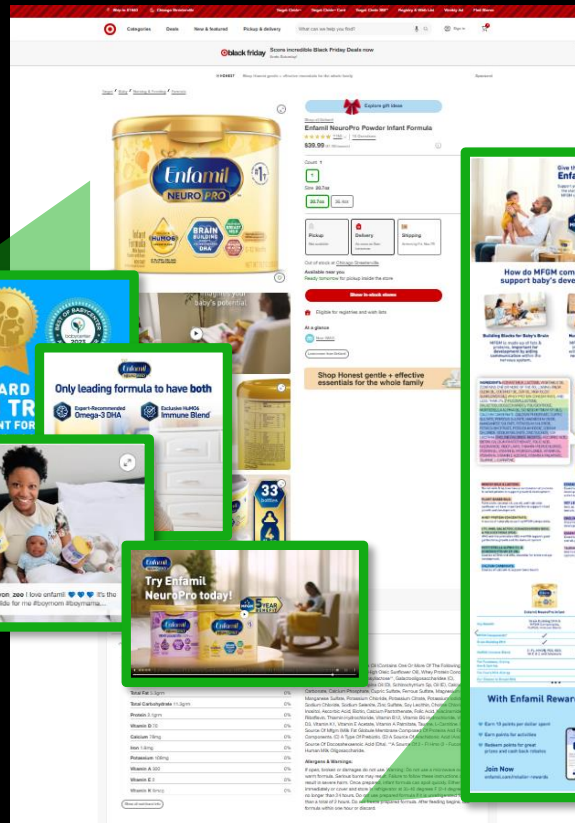
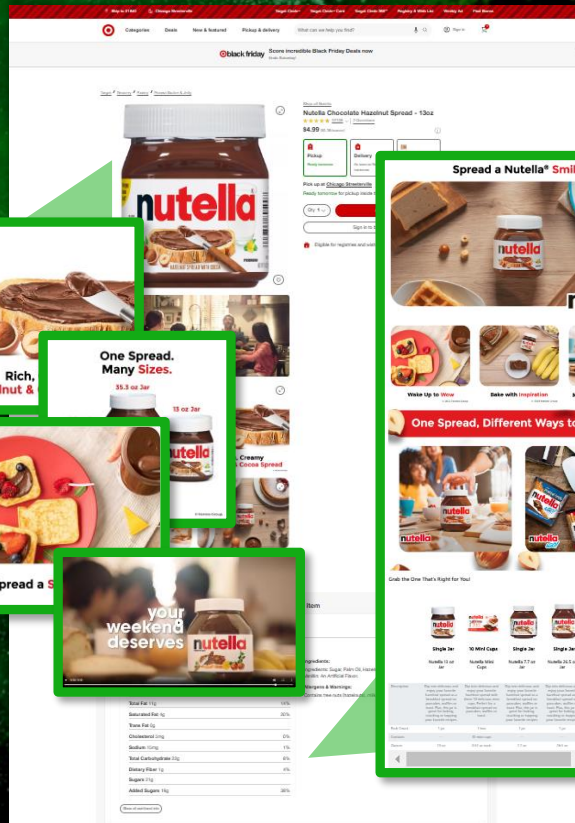


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2024 GROCERY

TARGET PDP FINALISTS

FERRERO



Spread a Nutella® Smile

Rich, Hazelnut & Creamy Spread

One Spread, Many Sizes.

Spread a smile on your weekend

your weekend deserves

One Spread, Different Ways to Enjoy It!

Guides the One That's Right for You!

AWARD #1 TR INFANT FOR

Only leading formula to have both

Smart Reconstituted Omega-3 DHA

Infant Health Immune Blend

Try Enfamil NeuroPro today!

How do MFGM components support baby's development?

With Enfamil Rewards You Get:

Congratulations TO 2024 FINALISTS!

2024 GROCERY



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WHO WON THE

AMAZON

BEST-IN-CLASS

PDP AWARDS?



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2024 GROCERY
BEST-IN-CLASS PDP AWARD



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2024 GROCERY AMAZON BEST-IN-CLASS PDPS



Amazon product page for Carbe Diem Spaghetti. The page features a main product image, a price of \$11.11, and a promotional banner for 'Pasta Night is Back!'. The banner includes text like 'FEEL GOOD ABOUT WHAT YOU EAT', 'HOW TO COOK CARBE DIEM', and 'WE'RE ON A MISSION TO REIMAGINE THE FOOD YOU LOVE'. It also lists various pasta options with their prices and ratings.

Pasta Night is Back! promotional banner. The banner features a woman cooking and text that says 'PASTA NIGHT IS BACK!' and 'HOW TO COOK CARBE DIEM!'. It also includes a list of pasta options with their prices and ratings.

Amazon product page for Bloom Sparkling Energy Drink. The page features a main product image, a price of \$23.99, and a promotional banner for 'Energy Drinks Reimagined'. The banner includes text like 'Bubbling with benefits', 'Flavor that's worth the hype', and 'Meet our founder, Mari Liecvellyn'. It also lists various energy drink options with their prices and ratings.

Energy Drinks Reimagined promotional banner. The banner features a woman holding a can of Bloom energy drink and text that says 'Energy Drinks Reimagined' and 'Bubbling with benefits'. It also includes a list of energy drink options with their prices and ratings.

Amazon product page for Enfamil NeuroPro Gentlelease Baby Formula. The page features a main product image, a price of \$37.99, and a promotional banner for 'Our NEW Gentle Formula'. The banner includes text like 'designed to help reduce fussiness, crying, gas & spit-up' and 'Keep your baby's tummy calm'. It also lists various baby formula options with their prices and ratings.

Our NEW Gentle Formula promotional banner. The banner features a woman holding a baby and text that says 'Our NEW Gentle Formula' and 'designed to help reduce fussiness, crying, gas & spit-up'. It also includes a list of baby formula options with their prices and ratings.

Frequently Asked Questions section. This section contains a list of questions and answers related to the product, such as 'How long does it take to see results?' and 'Is it safe for my baby?'. It also includes a 'Similar items to consider' section with product images and prices.

2024 GROCERY



ENDCAPS

WHO WON THE

WALMART

BEST-IN-CLASS

PDP AWARDS?



ENDCAPS

2024 GROCERY
BEST-IN-CLASS PDP AWARD



ENDCAPS

WALMART BEST-IN-CLASS PDPS

2024 GROCERY



Product page for Nutramigen with callouts:

- #1 Trusted hypoallergenic infant formula brand by pediatricians
- Hypoallergenic formula that helps control colic to feel the relief
- Is your little one experiencing any of the following?
 - Colic: Excessive crying
 - Digestive: Blood in stools
 - Skin: Check with your doctor to see if you can be indicated
- Nutramigen with LGG starts providing relief within 24 hrs

Product page for Keurig Iced Refreshers with callouts:

- THE SWEET TASTE OF STRAWBERRY WITH A HINT OF FRESH MINT
- YOUR DRINK, YOUR WAY. SWAPS TO MAKE IT YOUR OWN
- HOW TO BREW ICED REFRESHERS IN ANY KEURIG® COFFEE MAKER
- FEELING TROPICAL? TRY PINEAPPLE PASSIONFRUIT
- HOW TO BREW ICED REFRESHERS IN ANY KEURIG® COFFEE MAKER
- ICE QUALITY MADE DELICIOUSLY SIMPLE

Product page for Krusteaz Batters with callouts:

- Makes an 8x8 pan
- ADD YOUR FAVORITE MIX-INS!
- White Chocolate Chips
- NEW KRUSTEAZ BATTERS
- CRISPITY, CRUNCHY, PEANUT-BUTTERY!
- UNWRAP THE PERFECT TREAT
- UNWRAP HOLIDAY MAGIC
- UNWRAP YOUR FAVORITE TASTES

Product page for Butterfinger with callouts:

- CRISPITY, CRUNCHY, PEANUT-BUTTERY!
- UNWRAP THE PERFECT TREAT
- UNWRAP HOLIDAY MAGIC
- UNWRAP YOUR FAVORITE TASTES
- BRING THE FUN WHEREVER YOU GO

2024 GROCERY



ENDCAPS

WHO WON THE

TARGET

BEST-IN-CLASS

PDP AWARDS?



ENDCAPS

2024 GROCERY
BEST-IN-CLASS PDP AWARD



ENDCAPS

2024 GROCERY TARGET BEST-IN-CLASS PDPS



Target Product Page for Boom Chicka Pop. The page features a hero image of a bag of Boom Chicka Pop and a 'Quest' section with a 'Shop Quest Nutrition Favorites' banner. A 'Specifications' table is visible at the bottom.

Item	Quantity	Price
BooM Chicka Pop	1	\$3.99

SAVORY SALTINESS WITH A TOUCH OF SWEET

Product highlights for Boom Chicka Pop:

- CRUSH YOUR CRAVINGS. BOLD, DELICIOUS FLAVOR.
- SO MANY FLAVORS. SO LITTLE TIME.
- DELICIOUS TASTE IS JUST THE BEGINNING. CHECK BAG FOR NUTRITION INFORMATION.
- 100% WHOLE GRAIN
- VEGAN
- GLUTEN FREE
- NO MSG
- KOSHER

WHAT'S INSIDE: BOLD FLAVOR, TASTY ANYTIME.

SO MANY WAYS TO SNACK: READY-TO-EAT | MICROWAVE | SEASONAL | MIXED-PACKS

AWARD #1 TR INFANT FOR



Try Enfamil NeuroPro today!

Target Product Page for Enfamil NeuroPro. The page features a hero image of a tub of Enfamil NeuroPro and a 'Shop Award gentle' banner. A 'Specifications' table is visible at the bottom.

Item	Quantity	Price
Enfamil NeuroPro	1	\$39.99

Enfamil NeuroPro highlights:

- How do MFGM components support baby's development?
- Building Blocks for Baby's Brain
- Marketing by Brain Connections
- AWARD #1 TR INFANT FOR
- Only leading formula to have both:
 - Brain-Resourced Omega-3 DHA
 - Brain-Healthy Immune Blend
- Shop Award gentle - effective essentials for the whole family.
- Try Enfamil NeuroPro today!
- With Enfamil Rewards You Get:

Target Product Page for Oikos Pro. The page features a hero image of Oikos Pro yogurt and a 'MIXED BERRY PROTEIN-PACKED POWERHOUSE' banner. A 'Specifications' table is visible at the bottom.

Item	Quantity	Price
Oikos Pro	1	\$5.19

MIXED BERRY PROTEIN-PACKED POWERHOUSE

10g PROTEIN, 0g ADDED SUGAR

EVERY DAY SNACK STRONG ON THE GO

STRONGER MAKES EVERYTHING BETTER

Oikos Pro highlights:

- PROTEIN PACKED POWERHOUSE
- ON THE GO PROTEIN SOLUTIONS TO HELP STRENGTHEN YOUR EVERYDAY ROUTINE.
- 23g PROTEIN
- 9 ESSENTIAL AMINO ACIDS
- COMPLETE PROTEIN
- VITAMIN D & CALCIUM FOR BONES
- STRONGER MAKES EVERYTHING BETTER



Congratulations

TO 2024 FINALISTS + WINNERS!



For PDP Finalists, all associated team members and agency partners will receive individual digital certification badges. For Best-In-Class PDP Award Winners, each CPG team will receive one physical ENDCAP award and all associated team members and agency partners will receive individual digital certification badges.



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



ENDCAPS AWARDS INTRODUCTION

ENDCAPS 2024 GROCERY PARTNERS

ENDCAPS 2024 GROCERY WINNERS

PLAYBOOK PDP BEST PRACTICES

GROCERY VISUAL TRENDS

UPCOMING 2025 ENDCAPS AWARDS



ENDCAPS

Here are just some of the
PDP best practices
we've codified through the awards...



ENDCAPS

2024 GROCERY

OVERALL LEARNING

Many brands are employing some of the PDP best practices.

But no brand is employing all of them, including today's winners.

“Digital shelf is a practice, not a project.”



ENDCAPS PLAYBOOK

✓ CONTENT
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🔍 RETAIL SEARCH
OPTIMIZATION

👤 SHOPPER
CENTRICITY

📱 MOBILE
READINESS

❤️ SOCIAL + UGC
INTEGRATION

📈 GROWTH
INCREMENTALITY

Questions to ask about our PDPs...

1
To whom
are we
speaking?

2
How are we
telling our
story?

3
What do
they need to
know?

4
Is anyone
doing
it better?



ENDCAPS PLAYBOOK

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INCREMENTALITY

1) To whom are we speaking?

Singling out
specific audiences
in PDP content!



PEOPLE WHO WANT
COLD BREW
IN COLD WEATHER
ARE BUILT DIFFERENT
AND WE'RE ALL ABOUT IT.

WHOLE GRAINS
SOURCE OF FIBER*
ORGANIC

✗ NO ARTIFICIAL
FLAVORS OR
HIGH-FRUCTOSE
CORN SYRUP
✗ NON-GMO

Love the
Coffeehouse?
You're already there.

- 1 Shake
- 2 Spray
- 3 Savor





ENDCAPS PLAYBOOK

2) What do they need to know?



CONTENT
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RETAIL SEARCH
OPTIMIZATION



SHOPPER
CENTRICITY



MOBILE
READINESS



SOCIAL + UGC
INTEGRATION



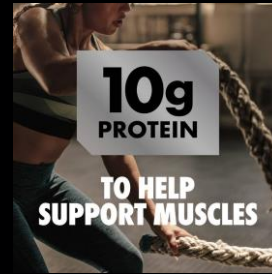
GROWTH
INCREMENTALITY



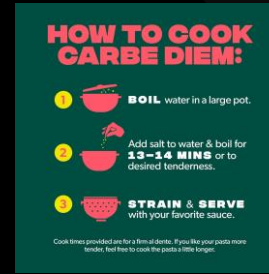
Main Packshot



Benefits



Features



Directions



Ingredients



Use Cases



Cross-Selling



Loyalty



Endorsements



Packaging Transition



Each content piece of information can speak to an important factor in the shopper's purchase decision!



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- ✓ CONTENT COMPLETENESS
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- 👤 SHOPPER CENTRICITY
- 📱 MOBILE READINESS
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- 📈 GROWTH INCREMENTALITY

2) What do they need to know?

INGREDIENTS: NONFAT MILK, LACTOSE, VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: PALM OLEIN OIL, COCONUT OIL, SOY OIL, HIGH OLEIC SUNFLOWER OIL), WHEY PROTEIN CONCENTRATE, AND LESS THAN 2%: 2'-FUCOSYLLACTOSE, GALACTOOLIGOSACCHARIDES, POLYDEXTROSE, MORTIERELLA ALPINA OIL, SCHIZOCHYTRIUM SP. OILS, CALCIUM CARBONATE, CALCIUM PHOSPHATE, CUPRIC SULFATE, FERROUS SULFATE, MAGNESIUM OXIDE, POTASSIUM CITRATE, POTASSIUM IODIDE, SODIUM CHLORIDE, SODIUM SELENITE, ZINC SULFATE, SOY LECITHIN, CHOLINE CHLORIDE, INOSITOL, ASCORBIC ACID, BIOTIN, CALCIUM PANTOTHENATE, FOLIC ACID, NACINAMIDE, RIBOFLAVIN, THIAMIN HYDROCHLORIDE, VITAMIN B₁₂, VITAMIN B₆ HYDROCHLORIDE, VITAMIN D₃, VITAMIN K, VITAMIN E ACETATE, VITAMIN A PALMITATE, TAURINE, L-CARNITINE.



Breaking down all of the ingredients for what they are and why they matter.

NONFAT MILK & LACTOSE:

Nonfat milk & lactose have a combination of proteins & carbohydrates to support growth & development.

PLANT-BASED OILS:

Palm olein, coconut oil, soy oil, and high oleic sunflower oil have important fats to support infant growth and development.

WHEY PROTEIN CONCENTRATE:

A source of naturally occurring MFGM components.

2'FL HMO, GALACTOOLIGOSACCHARIDES (GOS), & POLYDEXTROSE (PDX):

HMO and the prebiotics GOS and PDX support good gut bacteria growth and the immune system

MORTIERELLA ALPINA OIL & SCHIZOCHYTRIUM SP. OIL:

Sources of DHA and ARA, essential for brain and eye development.

CALCIUM CARBONATE:

Sources of calcium to support bone health.

ESSENTIAL MINERALS:

Essential minerals to support bone development, nerve function, and cellular activities.

SOY LECITHIN:

Acts as an emulsifier for improved formula texture.

CHOLINE CHLORIDE & INOSITOL:

Important nutrients to support brain development and overall growth.

ESSENTIAL VITAMINS:

Essential for immune support, bone health, and overall growth.

TAURINE & L-CARNITINE:

Amino acids playing roles in central nervous system development and energy metabolism.



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INCREMENTALITY

3) How are we telling our story?



WHAT IS IT?

Identify the product, what it does/main benefits and what's included (i.e. size, usage cycle, ingredients)



IS IT FOR ME?

Convince the shopper they are on a product that is right for them



DOES IT WORK?

Demonstrate that the product works, remove risk as consumer cannot see, smell, hold the product



UNIQUE SELLING PROPOSITIONS (USPs)

Inform why this product is better than the competition, superiority claims, additional benefits, comparisons and features.



CROSS-SELL

Share your broader family of solutions for consideration and drive repeat.

Are we telling OUR story as shopper- centrically as possible?

WHO'S DOING BETTER, WHY AND HOW?



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- 📈 GROWTH INCREMENTALITY

3) How are we telling our story?

SPAGHETTI
YOUR CLASSIC RED SAUCE COMPANION.

We're on a mission to **REIMAGINE THE FOOD YOU LOVE**

"The thing I'm Kabby, co-founder of Carbe Diem, like in many people I've talked to, I felt I needed to link the foods I loved. I thought I needed to either eat what was 'good' for me, or eat what I was craving, but I couldn't have both. We're here to change that. Carbe Diem has reinvented the food we all love, offering a version that nourishes our bodies and allows us the freedom to truly enjoy what we're eating."
— Kabby, Founder, Chef & Food Entrepreneur

BUT HOW DO WE DO IT?

Carbe Diem is 100% wheat based, just like traditional pasta, which is why our taste and texture are just on. We're made with just three simple ingredients: Durum Wheat, Vital Wheat Gluten and Modified Wheat Starch. Modified Wheat Starch, also known as Resistant Wheat Starch is a prebiotic fiber. The addition of this fiber reduces both our net carb count and our calories at the same time.

we can just say **IT'S MAGIC**

CLASSIC WHEAT PASTA & SAME GREAT TASTE

55% LESS NET CARBS (vs. leading traditional pasta brands)

110 CALS per serving

110 CALS	CARBE DIEM	16g	24g	110
65% LESS NET CARBS	LEADING BRAND PASTA	39g	3g	200

HOW TO COOK CARBE DIEM!

- BOL**, water in a large pot
- ADD** Carbe Diem and boil for **10-12 MIN** on the stovetop
- STRAIN** and **DRIZZLE** with your favorite sauce!

PASTA NIGHT IS BACK!

← What is it? →

← Is it for me? →

← Does it work? →

← What else should I know? →
+ Cross-Sell
+ Closer

OIKOS PRO **PROTEIN PACKED POWERHOUSE**

23g PROTEIN

ON THE GO PROTEIN SOLUTIONS TO HELP STRENGTHEN YOUR EVERYDAY ROUTINE.

9 ESSENTIAL AMINO ACIDS | COMPLETE PROTEIN | VITAMIN D & CALCIUM FOR STRONG BONES

STRONGER MAKES EVERYTHING BETTER

OIKOS PRO VANILLA PEACH	OIKOS PRO STRAWBERRY	OIKOS PRO CHOCOLATE PEACH	OIKOS PRO VANILLA PEACH	OIKOS PRO STRAWBERRY
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Mobile-Ready Hero Images



Basic Hero Image



Enhanced Hero Image



Objective:

Make products as recognizable and shoppable as possible with minimal shopper attention

Guidelines for Optimal Imagery on Small Screens

Showcase the 4 W's:

1. Who is the brand
2. What it is
3. Which variety it is
4. hoW much of it there is

* GS1 is a not-for-profit organization that develops and maintains global standards for business communication. The best known of these standards is the barcode



ENDCAPS PLAYBOOK

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OPTIMIZATION

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CENTRICITY

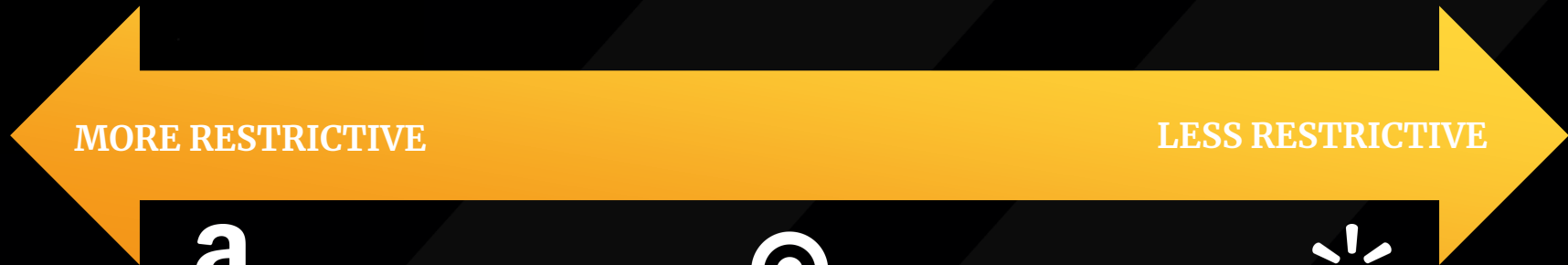
📱 MOBILE
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❤️ SOCIAL + UGC
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📈 GROWTH
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Mobile-Ready Hero Images

Retailer Permission Spectrum





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INCREMENTALITY

It can start with simple things...

Simplified Product
Feature + Size
Callout



Simplified Product
Size + Out-of-Pack
Callout



Out-of-Pack
+ Flavor Visual
Callout





ENDCAPS PLAYBOOK

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And advance to better things...

Dietary Barrier or Requirement Callout



How-To-Use + Benefit Callout



Industry Endorsement Callout





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User-Generated Content Opportunities

Consumer Survey Data*

94%
of people saw intensified
and darkened lashes*

84%
of people saw
volumized lashes*

*50 participants using Revlon So Fierce! Big Bad Lash
Nonwaterproof Mascara, Revlon Sensory & Clinical
Testing Center, March 2020

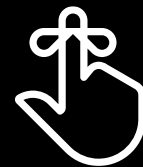
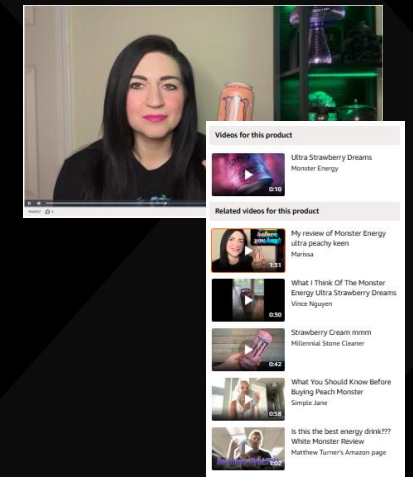
Consumer Reviews



Consumers' Social Content



Influencers' Social Content



Understand what each retailer allows to enable more socially-validated content.

*Out-of-Category Inspiration



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INCREMENTALITY

Enhanced A+ Content Integration

Spotlighting multiple social influencers for credibility and endorsement

Bloom
sparkling energy

Energy Drinks Reimagined

Meet our founder, **Mari Llewellyn**

"I started Bloom to help everyone bloom into their best selves. That's why I made a better-for-you energy drink so you can enjoy the benefits without the sugar crash."

It's your time to **Bloom**

Flavor that's worth the hype

Flavor that's worth the hype

Multiple social media posts from influencers like @bloomsupps, @fresh_solidman, @christieyann, @emakeup80, @gracetracer, @cee113, @candalinahard25, @target, @gabrielabella, @yaya77, @fitnesslover, @kyliepark, and @shayritchn, all showcasing Bloom energy drinks.



ENDCAPS PLAYBOOK

- ✓ CONTENT COMPLETENESS
- 🔍 RETAIL SEARCH OPTIMIZATION
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- ❤️ SOCIAL + UGC INTEGRATION
- 📈 GROWTH INCREMENTALITY

Out-of-Category Inspiration

Direct Review Request



Bilingual Reviews





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INCREMENTALITY

Designing for New Brand Buyers

Top-Selling
Endorsement



Expert Endorsement



Celebrity Endorsement



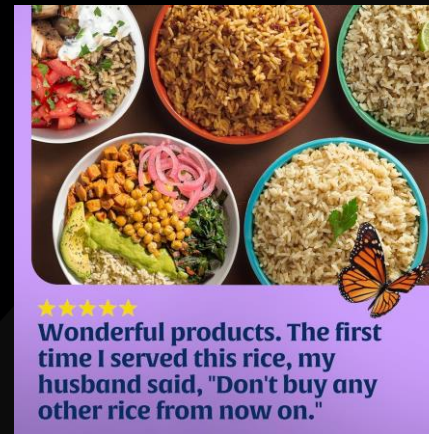
Social



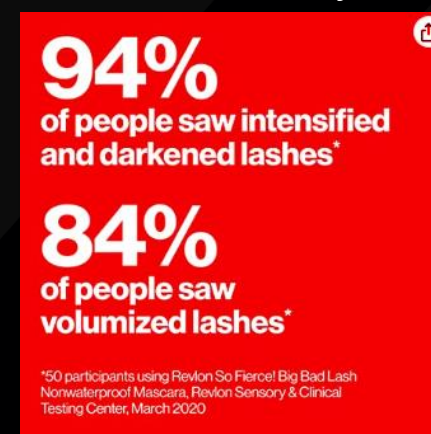
Competitive/Comparative



Consumer Review



Consumer Survey*



Guarantee*



*Out-of-Category Inspiration



ENDCAPS PLAYBOOK

✓ CONTENT
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🔍 RETAIL SEARCH
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INCREMENTALITY

Designing for New Brand Buyers

Industry Endorsement

**People
FOOD
AWARDS
2024
WINNER!**

OIKOS
S'MORES
11g PROTEIN
REMIK

**THE BEST
GREEK YOGURT OF THE YEAR**

Industry Sponsorship

**Campbell's
CHUNKY**
SOUP THAT EATS LIKE A MEAL

NFL

Savor the Big Game with
Campbell's® Chunky® Soups

Official Soup Sponsor of the NFL

Choose Your MVP Flavor for Game Day

**Campbell's
CHUNKY
SACKS
HUNGER**

Chunky Sacks Hunger™
Chunky® will donate 1,000 meals* to Feeding America® for every sack across the league during regular season games

*Up to 2 million meals. From 9/15/2024 - 1/15/2025. \$0.10 meals. Points at least one meal awarded by Feeding America® on behalf of each partner food brand.



ENDCAPS PLAYBOOK

✓ CONTENT
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🔍 RETAIL SEARCH
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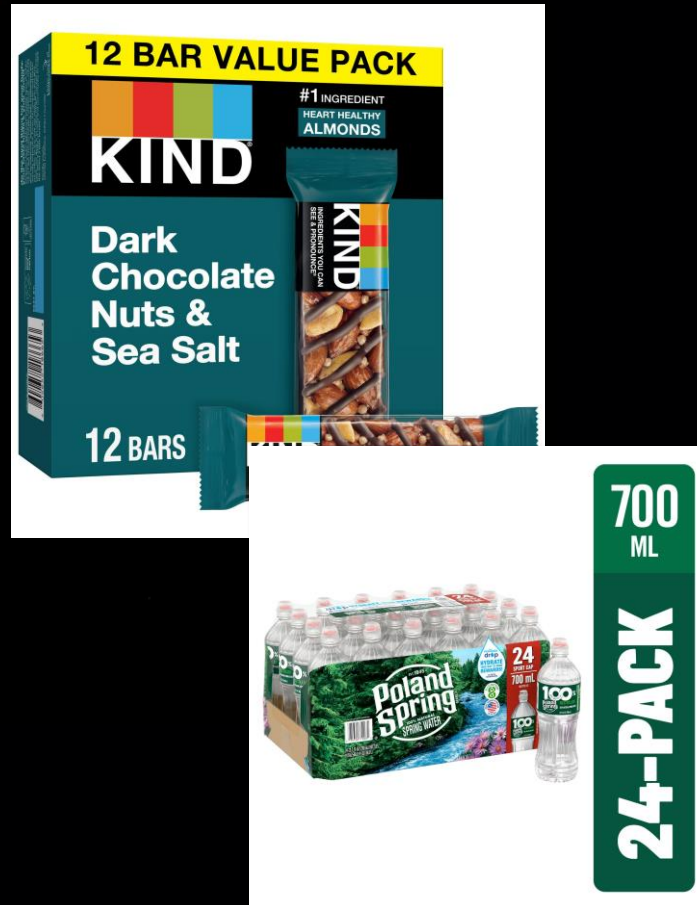
📱 MOBILE
READINESS

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📈 GROWTH
INCREMENTALITY

Designing for Bigger Baskets (Stock-Up)

Hero Value Communication



Direct Call-to-Action





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INCREMENTALITY

Designing for Bigger Baskets (Cross-Sell)

Alternative Options



Shop All MorningStar Farms

	BACON STRIPS	MAPLE FLAVORED SAUSAGE PATTIES	ORIGINAL CHIK 'N PATTIES	SPICY BLACK BEAN BURGERS	BUFFALO CHIK 'N NUGGETS
	Shop	Shop	Shop	Shop	Shop
	Buying Options	Buying Options	Buying Options	Buying Options	Buying Options
Customer Reviews	★★★★★ 2,479	★★★★★ 468	★★★★★ 2,182	★★★★★ 2,537	★★★★★ 3,150
100% Plant Protein	No	Yes	Yes	Yes	Yes
Serving Size	2 Strips	1 Patty	1 Patty	1 Patty	5 Nuggets
Vegan/Vegetarian	Vegetarian	Vegan	Vegan	Vegetarian	Vegan
Grams of Protein (Per Serving)	2g	9g	9g	9g	14g
More	Cholesterol Free	Good Source of Protein	Good Source of Protein	Good Source of Protein & Fiber	Good Source of Protein & FIB

Grab the One That's Right for You!

	Single Jar	10 Mini Cups	Single Jar	Single Jar	Single Jar	Single Jar
	Nutella 13 oz Jar	Nutella Mini Cups	Nutella 7.7 oz Jar	Nutella 26.5 oz Jar	Nutella 35.3 oz Jar	Nutella 35.3 oz Jar
Description	Dip into delicious and enjoy your favorite hazelnut spread as a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.	Dip into delicious and enjoy your favorite hazelnut spread with these 10 delicious mini cups. Perfect for a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.	Dip into delicious and enjoy your favorite hazelnut spread as a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.	Dip into delicious and enjoy your favorite hazelnut spread as a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.	Dip into delicious and enjoy your favorite hazelnut spread as a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.	Dip into delicious and enjoy your favorite hazelnut spread as a breakfast spread on pancakes, waffles or toast. Plus, this jar is great for baking, snacking or topping your favorite recipes.
Pack Count	1 jar	1 box	1 jar	1 jar	1 jar	1 jar
Contains	—	10 mini cups	—	—	—	—
Ounces	13 oz	0.32 oz each	7.7 oz	26.5 oz	35.3 oz	35.3 oz



ENDCAPS PLAYBOOK

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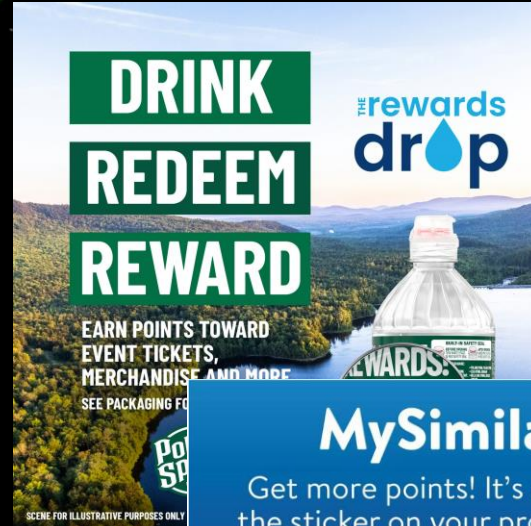
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INCREMENTALITY

Designing for More Trips (Planned Repeat)

Rewards Programs



Gamification + Game Offers





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Designing for More Trips (Planned Repeat)

Takis

ELIMINATING THE IDEA OF WASTE®

TERRACYCLE

Collect
Create a TerraCycle account and join this program. Then reuse any box you have to start collecting your Takis snacks packaging.

Print Free Label
When your box is full, sign in to your TerraCycle account to download and print a prepaid shipping label.

Sustainability & Responsible Sourcing

GOOD FOR THE PLANET

Sustainability is core to our brand. We're on our way to reaching our 2050 goal of carbon neutrality.

HEINZ TOMATO KETCHUP

- Our high-quality, **non-GMO tomatoes** are grown by passionate farmers.
- We're innovating to make **100% recyclable, reusable or compostable** packaging.
- We're developing smarter systems with the goal of **reducing water use** intensity.
- We're in the process of procuring the majority of our electricity from **renewable resources**.
- We're working to **make less waste** by diverting 90% of our solid waste to recycling or byproduct usage.



ENDCAPS PLAYBOOK

✓ CONTENT
COMPLETENESS

🔍 RETAIL SEARCH
OPTIMIZATION

👤 SHOPPER
CENTRICITY

📱 MOBILE
READINESS

❤️ SOCIAL + UGC
INTEGRATION

📈 GROWTH
INCREMENTALITY

Designing for More Trips (New Occasions)

Events /
Holidays



Anytime Occasions



Use Cases



New Opportunities





ENDCAPS PLAYBOOK

✓ CONTENT
COMPLETENESS

🔍 RETAIL SEARCH
OPTIMIZATION

👤 SHOPPER
CENTRICITY

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INTEGRATION

📈 GROWTH
INCREMENTALITY

Designing for More Trips (New Occasions)

Recipes

Hunts
Pressure Cooker
Beef Chili

Ingredients

- 1 cup dry kidney beans
- 1 cup dry navy beans
- 4 cups water
- 1 pound lean ground beef (93% lean)
- 1 tablespoon vegetable oil
- 1 large onion, chopped
- 1 small bell pepper, chopped
- 3 cloves garlic, finely chopped
- 2 tablespoons chili powder
- 1 tablespoon ground cumin
- ½ teaspoon chipotle chili powder
- ½ teaspoon smoked paprika
- 1 can (6 oz) Hunt's® Tomato Paste
- 1 can (14.5 oz) Hunt's® Diced Tomatoes, undrained
- 1 can (10 oz) Ro*Tel® Original Diced Tomatoes & Green Chilies, undrained
- 5 cups water
- 2 tablespoons low-sodium soy sauce
- 1 tablespoon kosher salt
- 1 large avocado, pitted, peeled, diced
- ½ cup finely chopped onion
- chopped fresh cilantro

Get more recipes at [ReadySetEat.com](https://www.ReadySetEat.com)

SPICY BLACK BEAN PIZZA

INSTRUCTIONS

ingredients

- 1 package (11 oz.) MorningStar Farms® Spicy Black Bean Veggie Burgers
- 1/2 cup chopped onion
- 1/2 cup salsa
- 1/4 cup chopped cilantro
- 4 ounces pizza cheese
- 1 (12 oz.) prepared pizza crust

directions

1. Thaw and dice MorningStar Farms® Spicy Black Bean Veggie Burgers. Set aside.
2. Evenly spread MorningStar Farms® Spicy Black Bean Veggie Burgers pieces, onions, salsa, cilantro and cheese, over pizza crust.
3. Place pizza directly on oven rack. Bake at 450° F for 12 - 14 minutes or until cheese is melted.

Ritz BLT

Ingredients

- 24 RITZ Crackers
- 24 iceberg lettuce pieces (1 inch)
- 6 slices cooked center-cut bacon, each cut onto 4 pieces
- 6 campari tomatoes, each cut into 4 slices
- 1/4 cup mayonnaise

Instructions

TOP crackers with remaining ingredients

See next image for recipe photo



ENDCAPS PLAYBOOK

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Designing for More Trips (New Occasions)

How-To Instructions

New Venues

SNYDER'S OF HANOVER

BUILD YOUR COZY CABIN

INGREDIENTS
1 Bag of Snyder's of Hanover® Pretzel Bites
1 Bag of Snyder's of Hanover® Cheese Cakes
Cocoa icing
Cookie decorating

TOOLS
Parchment paper (to prevent the cabin from sticking to the surface)
Silver paint or large flat wash brush (used with parchment paper)

Decorate with markers or parchment paper before you begin.

FOOTPRINT
1. On an 18x18 inch parchment paper, draw a 12x12 inch square. This will be the footprint of the cabin.

WALLS
1. Spread the pretzels three rows thick, covering the footprint with a layer of icing. Allow to dry.

ROOF SUPPORT
1. Stack four to five rows of 12x12 inch squares on top of the walls. This will be the roof support. Add a layer of icing and allow to dry.

ROOF
1. Place a layer of 12x12 inch squares on top of the roof support. This will be the roof. Add a layer of icing and allow to dry.

GABLES
1. Place additional walls and roof on top of the cabin. Allow to dry.

DECORATE
1. Decorate with icing and silver paint or large flat wash brush.

Scroll the page for instructions on how to k...

enjoy a KIND® way to be

SCHOOL FRIENDLY

simple for parents. fun for kids.

SCHOOL FRIENDLY*

- no peanuts
- no tree nuts
- gluten free

*Please check with your local school district to confirm that this product meets its requirements.

tasty take-along
Packed with real ingredients that make them really irresistible, KIND Kids snack bars are the ideal school day companion. Each chewy bar combines the taste kids love with the ingredients parents want - a win-win!

a+ school snack
With 5g protein in every serving, these gluten free school snacks provide a tasty and convenient bite between classes or activities. Keep KIND Kids bars handy to bring more joy to the day.

sharing is caring
These school friendly® bars make it quick and easy to pass on the goodness. Made with no peanuts, no tree nuts, and gluten free, you can feel confident about adding these school friendly bars to your snack routine.



ENDCAPS PLAYBOOK

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INTEGRATION

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INCREMENTALITY

Out-of-Category Inspiration

Product Category Education

Complimentary Education

UNDERSTANDING MULTIVITAMINS

What is a multivitamin?



Multivitamins provide key essential vitamins and minerals to meet or exceed your daily needs. Nature Made multivitamins are specially formulated with age, gender and life stage in mind. Because no matter where you are in life, we want you to be your best.

Who should take multivitamins?



Multivitamins are great for anyone who wants to make sure their bodies are getting many of the nutrients they need. Which is pretty much everyone, right?

What are multivitamins good for?



People often worry that they're not getting enough of the essential nutrients they need from their food. With an array of vitamins and minerals, multivitamins can help support your health and put your mind at ease by bridging nutrient gaps that may be missing from your diet.†

Sun Care Breakdown

Differences in SPF

SPF is the level of protection from sun's UVB rays—which are the rays most responsible for sunburns and skin cancer.



Apply and Reapply

So important we're saying it again—make sure you're reapplying every 80 minutes and after sweating, swimming and towel-drying.

🕒 Reapply sunscreen every 2 hours and after swimming and towel-drying.

🌊 Reflections from snow and water increase UV rays by up to 50%.

🧴 Remember to cover ears, nose, chest and shoulders.

☁️ 90% of UV rays penetrate clouds, which means we still need to use SPF every day.

☂️ Keep newborns out of direct sunlight and consult pediatrician before using sunscreen on children under 6 months old.

☀️ Try to limit sun exposure when UV rays are most intense (10am-4pm)



TIPS TO HELP RELIEVE ALLERGY SYMPTOMS



THE ASTEPRO® DIFFERENCE

vs. Other Allergy Sprays

ASTEPRO® ALLERGY	FLONASE	NASACORT	RHINOCORT	NASONEX
Starts working in 30 minutes	☑️			
steroid-free	☑️			
Flexible Dosing* (see box insert for more details)	☑️			
Alcohol Free	☑️	☑️	☑️	☑️
Up to 24hr relief	☑️	☑️	☑️	☑️

*Competition based on selected attributes. Always remember to read the label.

*Nasal Allergy Spray. See box insert for full details on use. See label for full details. ©2024



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



ENDCAPS AWARDS INTRODUCTION

ENDCAPS 2024 GROCERY PARTNERS

ENDCAPS 2024 GROCERY WINNERS

PLAYBOOK PDP BEST PRACTICES

GROCERY VISUAL TRENDS

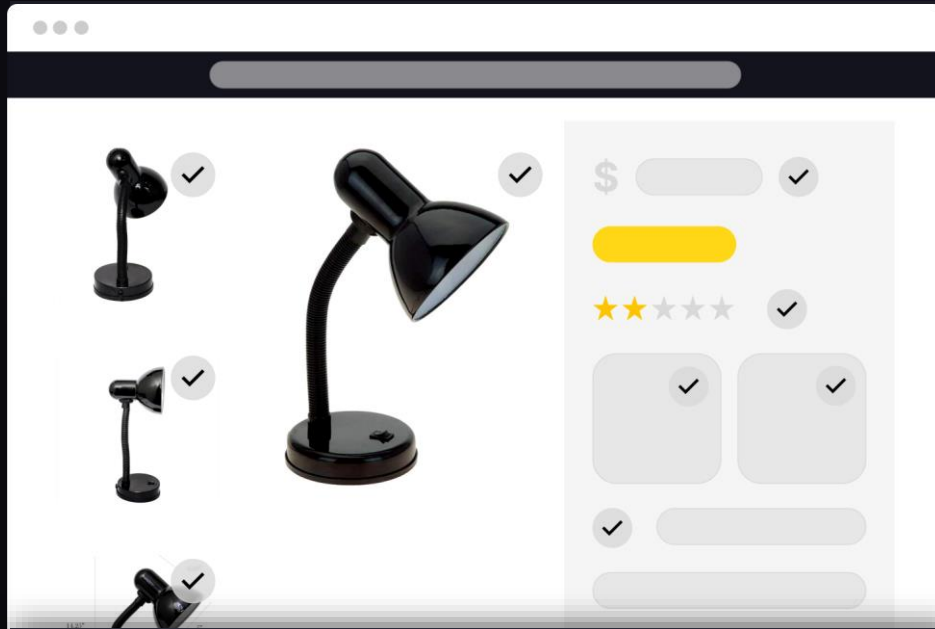
UPCOMING 2025 ENDCAPS AWARDS

VIZIT

Grocery Visual Trends for the Holiday Season

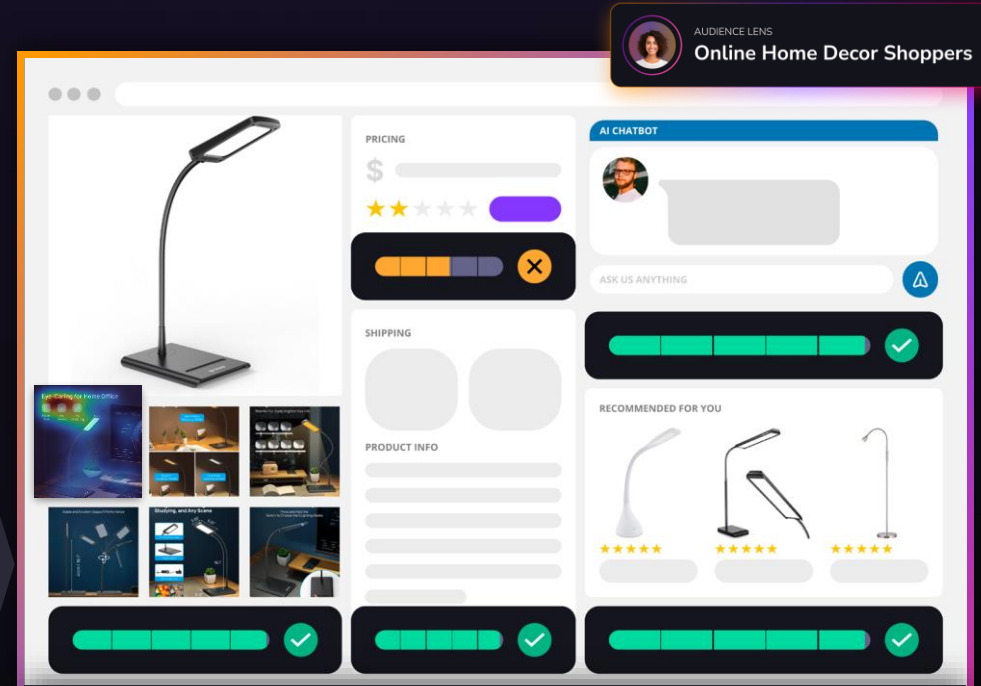


The Evolution of Content on the Digital Shelf



The Compliance Era

- Compliance is key
- Historical data, limited benchmarks
- Little ability to optimize for audiences
- Lack of predictive capabilities

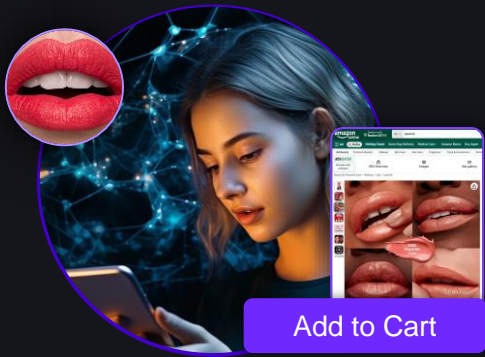


The Performance Era

- Performance is imperative
- AI provides new data on effectiveness
- Predict the impact of content and product experience decisions before they're made

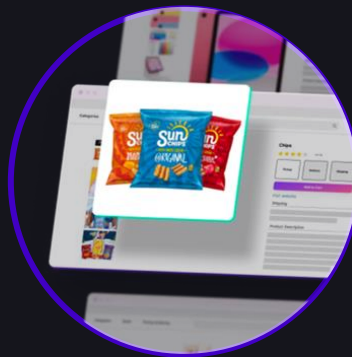
Attractive visual content is the **#1 driver of success** in the “see, scroll, click” attention economy

Imagery is central to consumer purchasing decisions



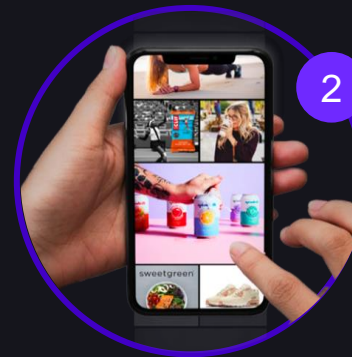
95% of Purchasing Decisions

happen when the subconscious brain is processing visual information



88% of Consumers

consider the product image the key element of the online shopping experience



You only have 2 Seconds

to grab consumers' attention



70% of all retail sales

will be digitally influenced by 2027

Traditional research and testing methods **don't provide the analytics needed to make scalable data-driven design decisions on the digital shelf.**



A/B Testing, Surveys and focus groups are too expensive and time consuming to scale.



Require time in market and additional spend to be able to determine effectiveness.



No ability to predictively measure visual content effectiveness.





ROLE

Content Creator in Austin, TX

Leading to a widening disconnect between the people who **create and syndicate content...**

and the people the content is **created for**

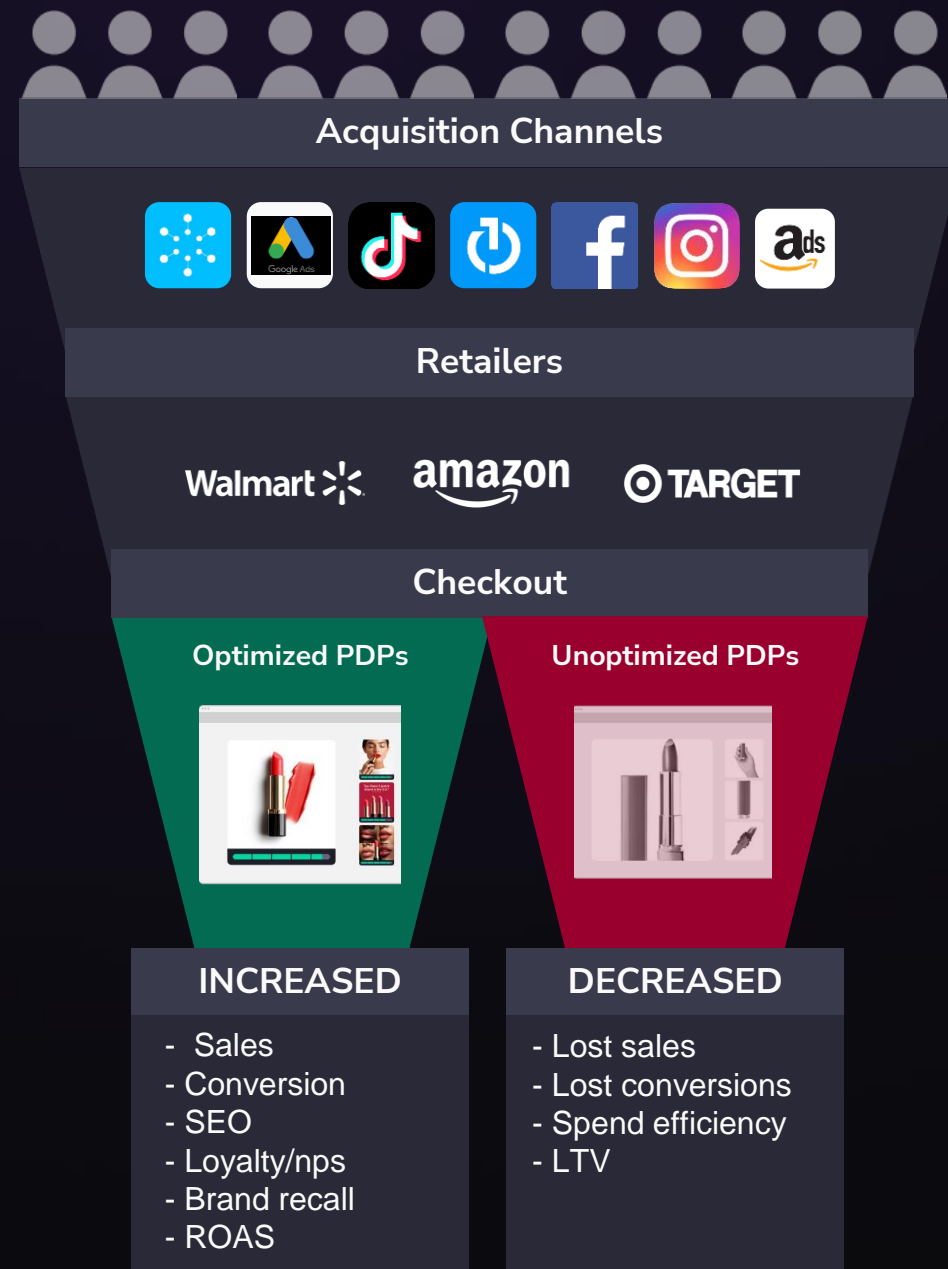


Audience

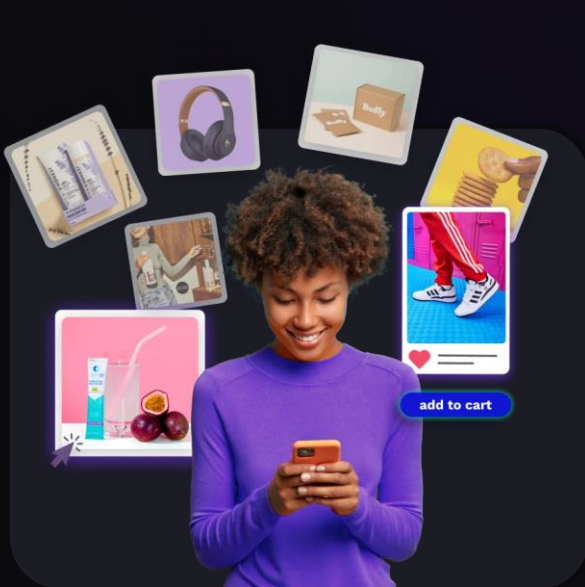
Parents with Children

Brands invest millions to drive traffic to product pages but are **losing high-intent buyers due to ineffective content.**

- ⚠️ Ineffective content is the #1 reason for lost conversions
- ⚠️ Ineffective content can lose you up to 40% in potential sales

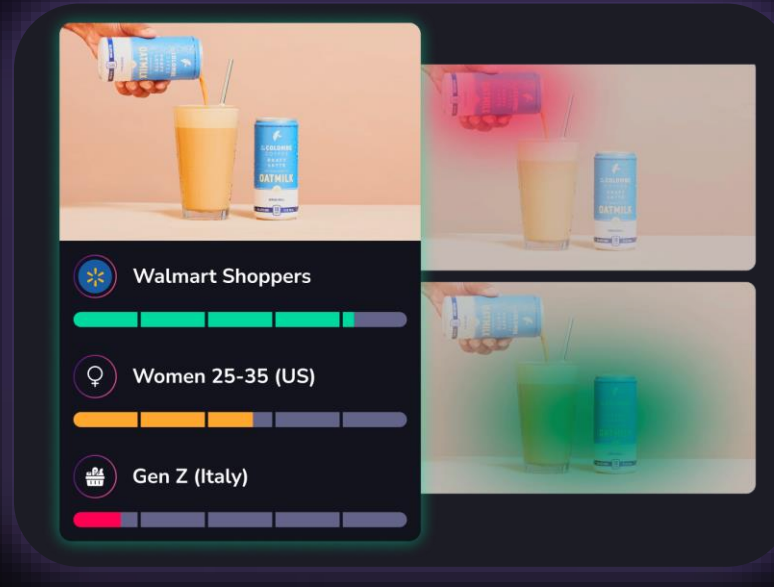


At Vizit we use AI to solve a specific problem- measuring, monitoring, & optimizing visuals for consumers at scale



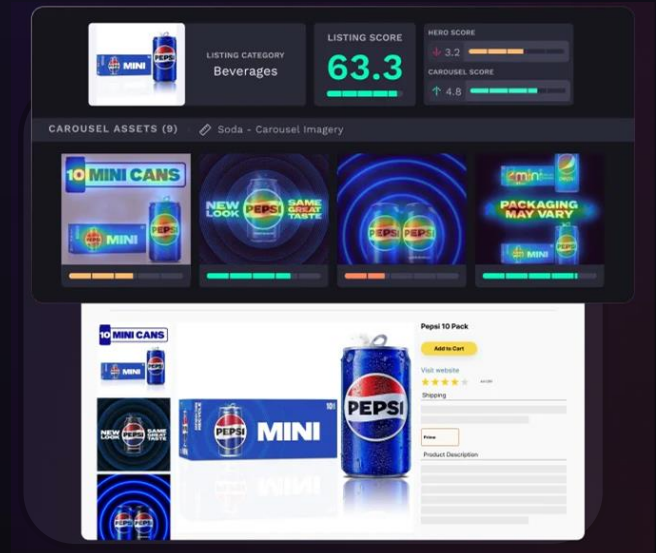
CHALLENGE

Visual content is critical,
yet very difficult to
measure at scale



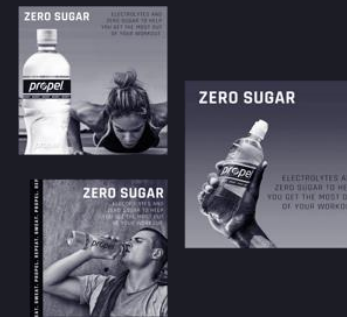
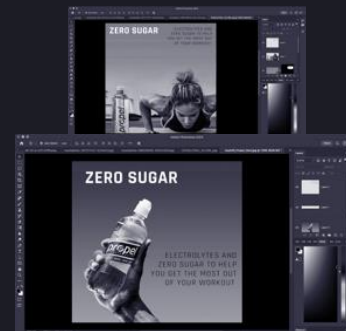
💡 AI APPLICATION

Vizit uses AI to learn and mimic
consumer visual preferences



SOLUTION

Deep insight and
measurement of visual
content at scale



PRE-AI

Content Understanding + Audience Perspective

Content Analysis + Prioritization

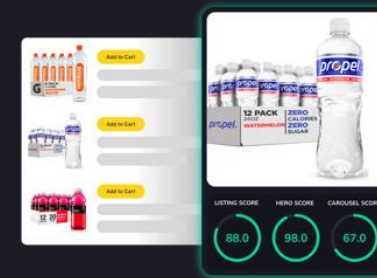
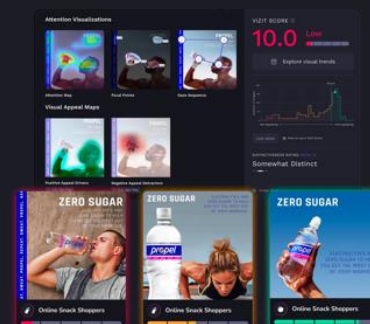
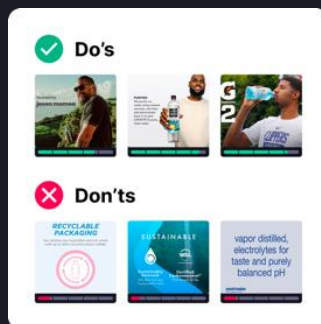
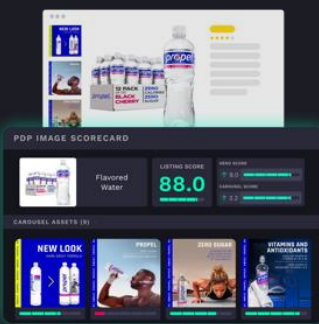
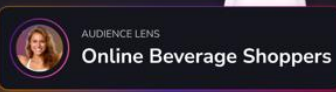
Content Strategy + Creative Brief

Content Optimization & Creation Process

Content Reporting & Best Practices

VIZIT

POST-AI



Soda Image Trends

Image Best Practices: All Retailers

Hero Trend: Product placement on the right

Many of the top scoring hero images across retailers featured a close-up shot of the soda, whether a bottle or can, prominently on the right hand side of the image.

Carousel Trend: Stylized soda

Secondary images that showed the soda poured in a clear glass with ice, often with fruit garnishes, were appealing to beverage consumers.



VIZIT SCORE
98.0 Very High (80-100)



VIZIT SCORE
95.7 Very High (80-100)



VIZIT SCORE
90.7 Very High (80-100)

Soda Image Trends



Amazon



Kroger



Target

Online beverage shoppers on Amazon found primary visuals that showcased multipacks to be highly engaging.



VIZIT SCORE
99 Very High (80-100)



VIZIT SCORE
99.4 Very High (80-100)



VIZIT SCORE
93.2 Very High (80-100)

Carousel imagery with colorful backgrounds, such as these from Sprite and Coca-Cola, performed well on Kroger.

Some of the highest scoring Target carousel imagery featured mixed displays of bottles, cans, mini cans, and boxed packaging.



VIZIT SCORE
85.3 Very High (80-100)



VIZIT SCORE
89.9 Very High (80-100)

Gravy Image Trends

Image Best Practices: All Retailers

Hero Trend: Orange is the new brown

Rather than traditional browns, warmer tones like orange and red were more likely to correlate with higher hero image scores.

Carousel Trend: Copy paired with lifestyle images

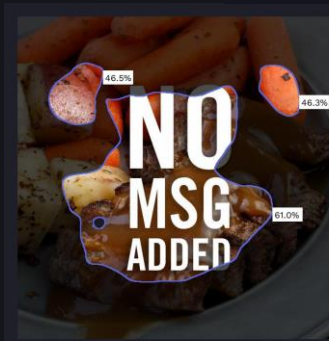
Shoppers preferred any benefit-focused copy to be paired with lifestyle or real life visuals rather than as a standalone image.



VIZIT SCORE
98.0 Very High (80-100)



VIZIT SCORE
76.0 High (60-79.9)



VIZIT SCORE
96.3 Very High (80-100)



VIZIT SCORE
20.9 Low (20-39.9)

Gravy Image Trends by Retailer



Amazon



Kroger



Target

Online grocery shoppers preferred visuals that showed gravy and real food versus copy that only extolled the benefits.



VIZIT SCORE
97.1 Very High (80-100)



VIZIT SCORE
5 Very Low (0-19.9)



VIZIT SCORE
84.3 Very High (80-100)

Carousel imagery that showcases the gravy among other aspects of a hearty meal scored highly in the Kroger competitive benchmark.

High-scoring hero imagery on Target was more likely to feature products with wider white borders around the packaging.



VIZIT SCORE
98.0 Very High (80-100)



VIZIT SCORE
94.0 Very High (80-100)

Frozen Turkey Image Trends

Image Best Practices: All Retailers

Hero Trend: Real and raw

Hero imagery that showed a prepared turkey instead of raw or in the packaging scored poorly among online grocery shoppers.

Carousel Trend: Quality assurance

Similarly, shoppers disliked visuals featuring only cooked meals, preferring to see packaging or visuals that promoted the qualities of the turkey instead.



VIZIT SCORE
19.0 Very Low (0-19.9)



VIZIT SCORE
15.0 Very Low (0-19.9)



VIZIT SCORE
87.4 Very High (80-100)



VIZIT SCORE
26.4 Low (20-39.9)

Frozen Turkey Image Trends



Amazon



VIZIT SCORE
76.2 High (60-79.9)

Online grocery shoppers on Amazon liked when carousels featured multiple shots of the frozen turkey in the packaging.



Kroger



VIZIT SCORE
12.1 Very Low (0-19.9)

Carousel imagery that eschewed the full turkey in favor of smaller portions or bites on forks performed worse among visuals on Kroger.



Target

Compared to other retailers, Target carousel imagery underscoring the healthy qualities of the turkey was likely to perform well.



VIZIT SCORE
92.0 Very High (80-100)



VIZIT SCORE
75.9 High (60-79.9)

Optimizing Digital Shelf Imagery for Global Audiences With New Visual AI Capabilities

MARS



30%

conversion uplift, measured in ordered units



30%

faster content development time driven by objective measurement





ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



ENDCAPS AWARDS INTRODUCTION

ENDCAPS 2024 GROCERY PARTNERS

ENDCAPS 2024 GROCERY WINNERS

PLAYBOOK PDP BEST PRACTICES

GROCERY VISUAL TRENDS

UPCOMING 2025 ENDCAPS AWARDS

UPCOMING 2025 AWARDS

The ENDCAPS will operate on a rolling basis with each mega category launched, assessed and celebrated through their own Awards & Insight Summit, takeaway playbook and select in-person receptions for full-year awards program relevance.



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



January						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

ENDCAPS Healthcare Summit

February						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

ENDCAPS Household Summit

April						
S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May						
S	M	T	W	Th	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

ENDCAPS Beauty Summit

June						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July						
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6	7	8	9	10	11	12
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27	28	29	30	31		

August						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

ENDCAPS Pet Summit

September						
S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29	30				

October						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

ENDCAPS Grocery Summit

November						
S	M	T	W	Th	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

December						
S	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

ENDCAPS BevAlc Summit



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



2025
HEALTHCARE

OPEN CALL
FOR PDP NOMINATIONS

OPENING DECEMBER 16, 2024

endcaps.org/healthcare



ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION



THANK
YOU!