

Case Study



A bustling airport store pairs custom packaging to send growth soaring **5X**

By Taffy Shop

The Whole Package

A unique challenge: An airport news store asked us to create a regionalized taffy bag to increase their sales per square foot.

Travel and tourism have boomed over the last two decades. The increase in numbers presented a unique opportunity for the Stellar Airport Stores. Customers were asking for regional-specific products or souvenirs and they wanted to create something different.

Their buyer approached the Taffy Shop and challenged us to create something specific to their San Francisco stores. The theory was that a customized bag that would meet their customers where they are...a San Francisco-themed bag would sell much better than a generic offering.



"You have been fantastic to work with. Your super creative designs have performed way better than we had hoped. Excited to roll this out in more stores."

The Process

Customization takes time (well it used to take time 😊). We started by customizing flavors, then the labels on the bag, and then finally doing a fully custom bag. The results were as surprising as dill pickle taffy.

<i>Goal</i>	<i>Solution</i>	<i>Impact</i>
Design a local or “regionalized” bag of taffy to increase sales per square foot	It took months and months but we tested 3 different variations of taffy bags with varying levels of customization	Sales ended up increasing 5X with the fully customized bag. A huge win!

Increase in Sales

1.2X
Good



Stand Up Pouch
Resealable Zipper
Generic Label

2.3X
Better



Stand Up Pouch
Resealable Zipper
Custom Label
Specific Design

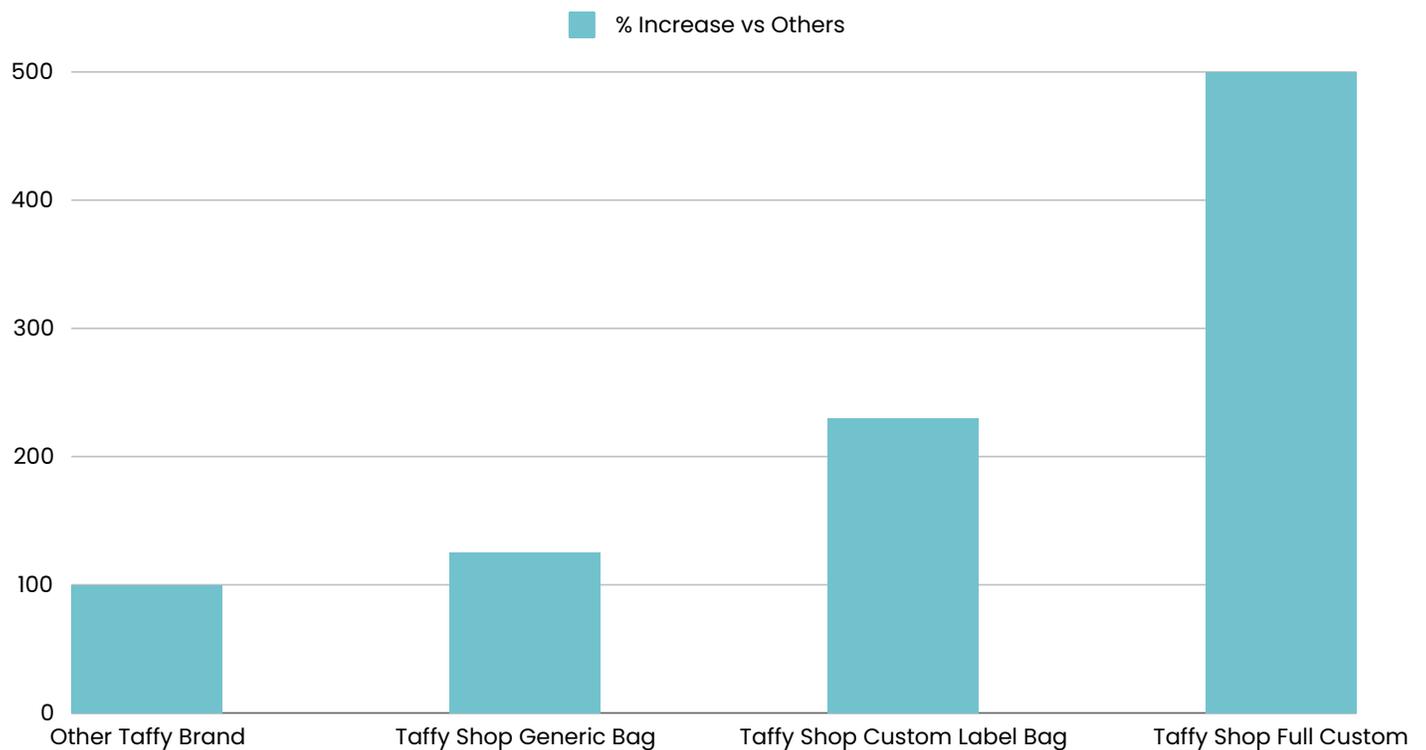
5.0X
Best



Stand Up Pouch
Resealable Zipper
Fully Customized
Golden Gate Bridge
San Fran Flavors
Name Drop

The Results

Stellar Airport Stores were super happy with their custom San Francisco taffy bag. With the increase in sales, they partnered with us to create custom bags for 16 other airports. The results have been equally impressive as they've rolled out their custom bags.



"It has been a pleasure working with the Taffy Shop! Our biggest complaint was that the custom bags would take months to design. With this new program, we can have our custom bags so fast." - Holly
