

Fresh Things

DIGITAL CATALOGUE

2026



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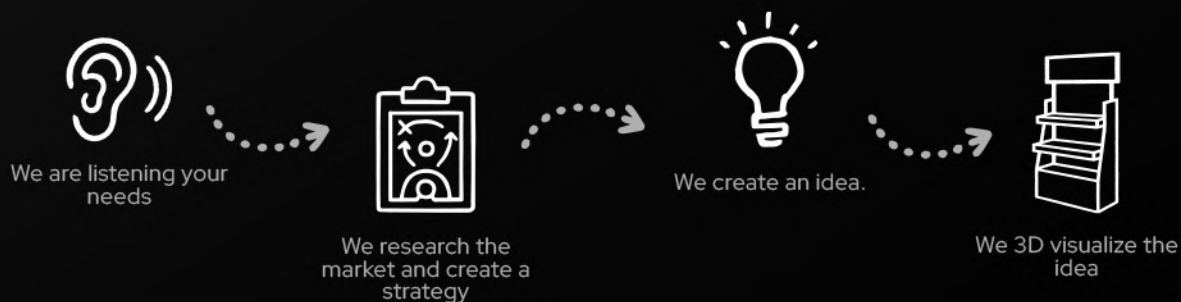
Dope

/dəʊp/

Delivering **O**utstanding **P**romotional **E**xperiences

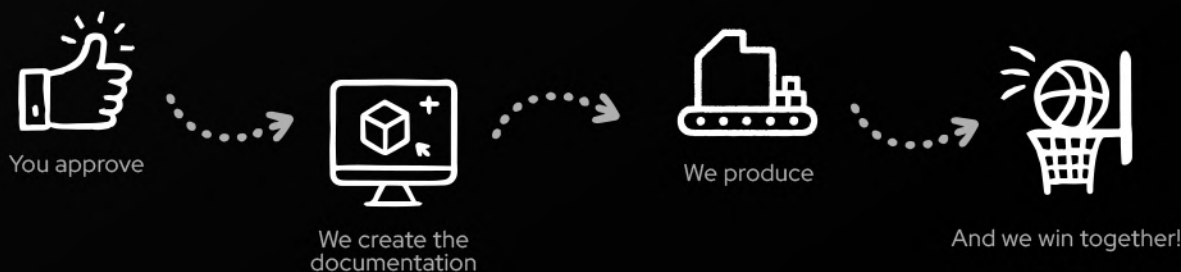
First half

HOW WE PLAY THE GAME!



Second half

LET'S WIN TOGETHER!



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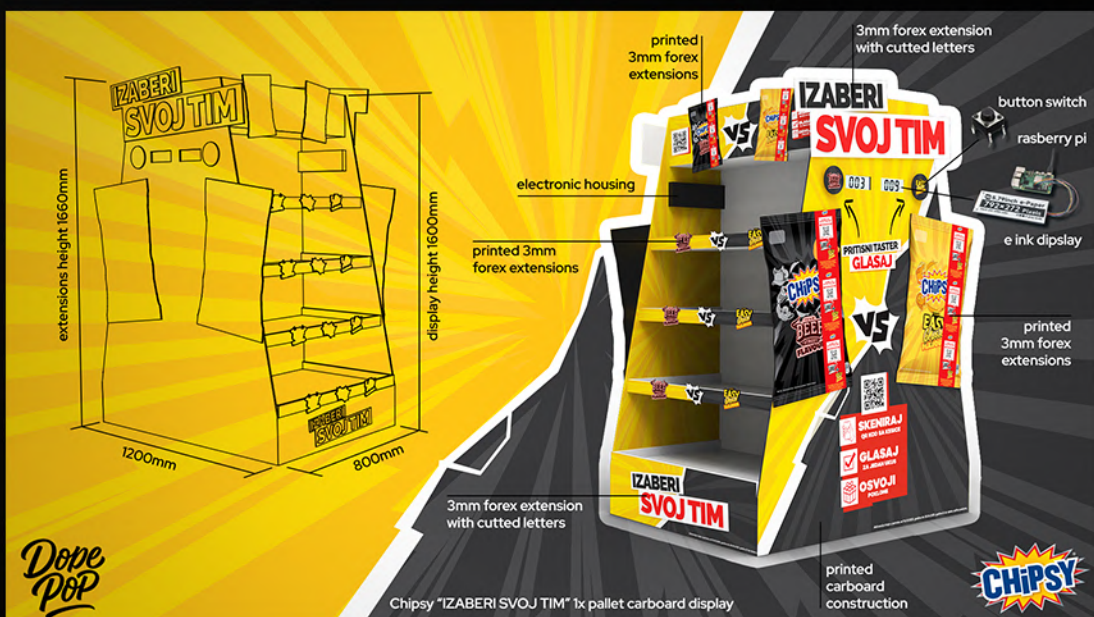




One construction to rule them all!

Three brands – one smart structural solution. All of these displays are based on exact same cardboard construction, with interchangeable footers, headers, side panels and shelf liners. Created to be impressive and cost-efficient, for large scale market activations.





Flavor duel

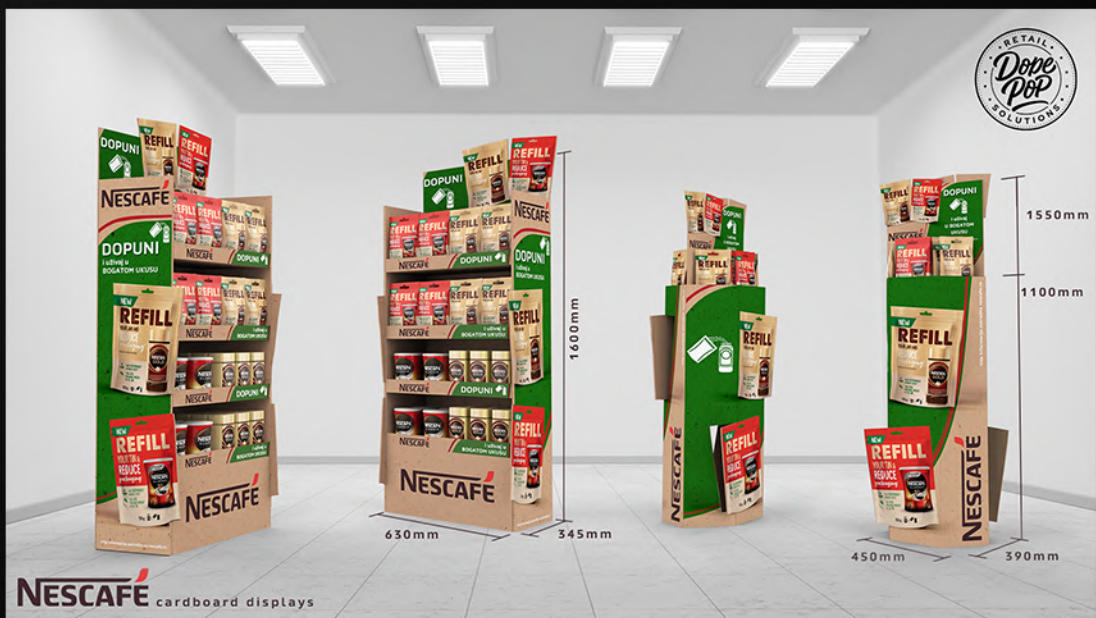
"Choose your team" was a campaign that turns product promotion into an interactive brand battle. Shoppers were invited to vote for one of two flavors, driving active engagement directly at the display. Small digital screens, buttons and power banks, integrated in cardboard construction were served as a true arena for this duel, where Cheese claimed the throne.





"Adventure in every cup!"

NESCAFÉ 3in1 campaign brought excitement directly to the point of sale. With bold graphics, prize mechanics and engaging storytelling, this display transformed a simple coffee break into a journey. Shoppers were invited to scan, vote and win – making the cardboard construction not just a stand, but a gateway to adventure."



Portal to Endless Flavor

Refill! and Relive! the taste. This arch-based pallet cover was designed to highlight sustainability and product innovation. Large-scale cardboard arches, immersive entry and exit points, and bold messaging created a memorable shopper experience. The display communicated NESCAFÉ's commitment to both flavor and responsibility.



Intensity meets Multiplicity.

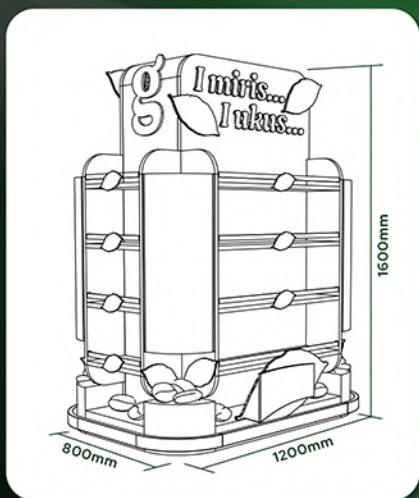
Black Roast brought the drama of deep flavor and creaminess, while Kafematika delivered the promise of "up to 4X more." Together, they created a dual-stage activation: one side inviting shoppers to dive into bold intensity, the other showcasing efficiency and everyday richness. A construction that balanced storytelling and functionality, proving that coffee can be both indulgence and utility in a single retail experience.



PALETNA POZICIJA



PALETNA POZICIJA



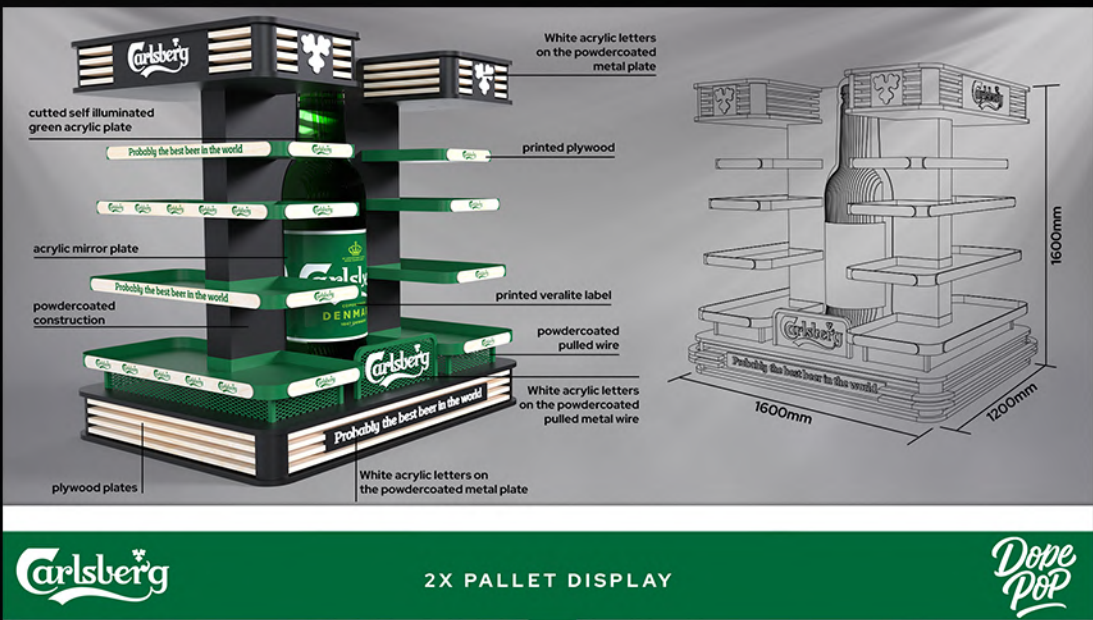
PALETNA POZICIJA



Where aroma meets tradition.

Grand coffee's permanent display was crafted with durable univer panels, enriched with artificial grass and 3D printed coffee beans to create a lasting brand presence. Positioned as a premium pallet solution, it communicated both heritage and freshness in every detail – a construction that stood as a true monument to everyday rituals.





Probably the best display in the world.

Carlsberg's double-pallet construction combined powder-coated metal, illuminated acrylic, and printed plywood to deliver a premium beer experience. The iconic green glow and bold typography ensured instant recognition and strong brand impact in retail environments.





Plant-based freshness.

Imlek's wooden shelf construction, enriched with artificial greenery and printed panels, highlighted the natural positioning of the Biljno line. A sustainable look and feel, designed to resonate with health-conscious shoppers.



More than coffee, it's Starbucks.

This permanent solution combined metal structures, printed forex, and perforated panels to deliver a premium capsule experience. Designed for easy shopper interaction, it brought the Starbucks café atmosphere into retail.





Refreshment that stands out.

Somersby's can rack display communicated fun and freshness with bold apple visuals and layered branding. A permanent solution that turned everyday shopping into a moment of refreshment.







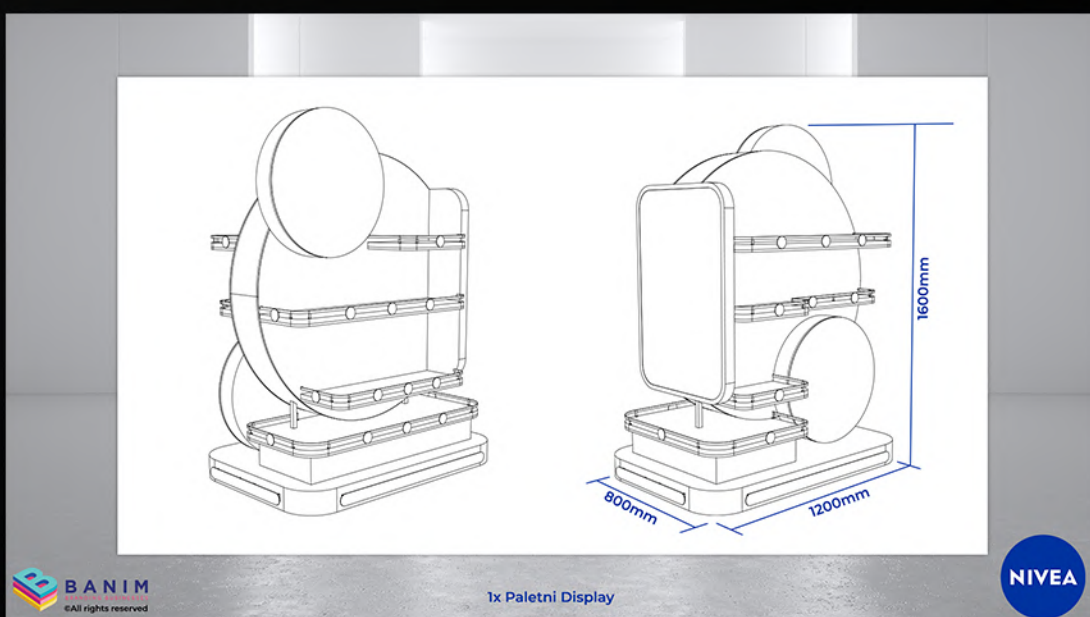
plazma
ČOKO
DROPS

RAYTECH
DESIGN/PRODUCTION

Plazma Čoko Drops

Catch the drops! Plazma's impressive display introduced new chocolate-coated crunchy bites with playful visuals and interactive elements. Designed to be eye-catching and fun, it invited shoppers to discover the novelty in an engaging way.





Care since 1911.

NIVEA's premium pallet solution combined lightboxes, illuminated side panels, and protective metal structures. A timeless design that reinforced trust, heritage, and innovation in skin care.

NIVEA



BANIM
BRANDING. BUSINESS.





Secret ingredient of every meal.

Vegeta's display highlighted its long-standing tradition with bold graphics and premium construction. A versatile pallet solution that communicated both heritage and everyday usability, making it a centerpiece in retail activations.





Coffee meets chocolate.

This tailor-made end cap combined illuminated logos, 3D printed KitKat bars, and integrated shelf lighting. A premium construction designed to deliver indulgence and energy – the perfect break, right at the shelf.





Feel the Real Magic!

Coca-Cola's kiosk branding project turned urban retail points into iconic red touchpoints. With printed panels, illuminated logos, and strong messaging, it delivered refreshment and brand love in high-traffic locations.



Combine brands = win on both ends!

End cap solutions for Jaffa Crvenka and Banini brought vibrant branding to shelf endings. Whether compact or oversized, both executions delivered strong visibility with bold colors, oversized product replicas, and clear shopper navigation. A flexible solution that proved size doesn't limit stopping power.





Irresistibly good, through the decades.

Kraš's booth design told a story of heritage and modernization. LED timelines, illuminated signage, and warm wood textures created a journey through brand history, while seating areas invited visitors to pause and connect. A stand that blended storytelling with hospitality, making heritage feel alive.





Fresh Things, fresh spaces.

The Froncla booth transformed mall retail into an artistic installation. Illustrated backdrops, modular racks, and stylish counters created a boutique-like atmosphere inside Delta City. A visually engaging concept that merged fashion, art, and commerce into one immersive shopper experience.



Sweet spot for every choice.

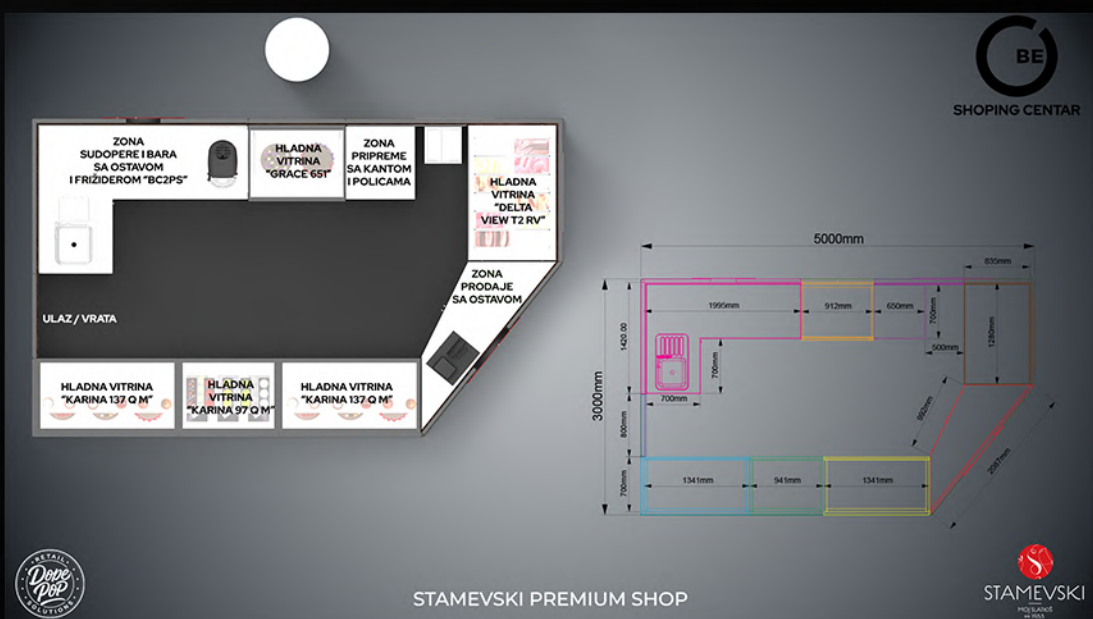
This booth blended modern design with playful pop-art visuals, highlighting desserts in a vibrant way. With clear dietary cues – gluten free, no sugar, 100% vegan – it invited every shopper to find their perfect treat. A stylish construction that proved indulgence can be inclusive.





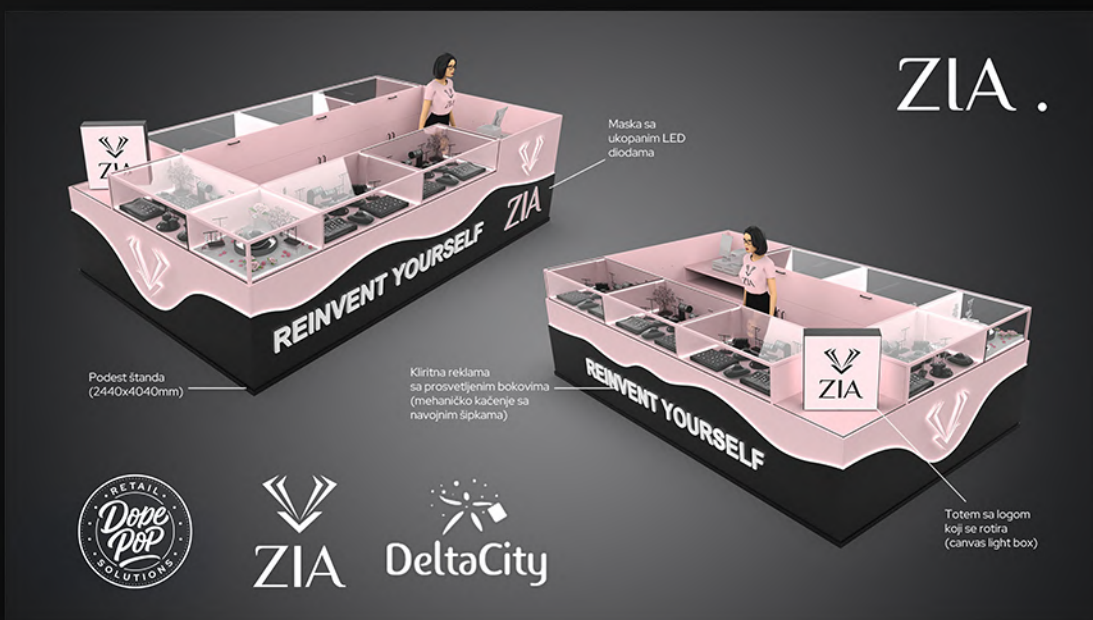
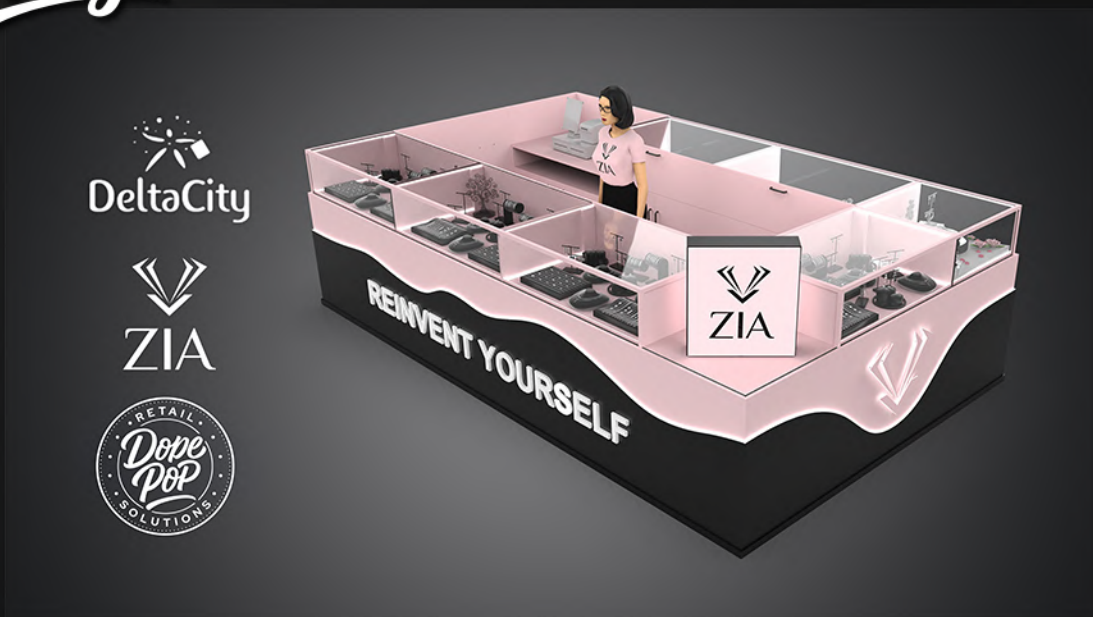
Tradition served fresh.

Crafted with wood and glass, this premium deli booth showcased homemade products with elegance. From parmesan to prosciutto, the display cases communicated authenticity and quality, while branding elements reinforced Ljuba's heritage. A modern retail solution for timeless flavors.



Slice, slice baby!

Stamevski's booth combined sleek glass panels, illuminated lightboxes, and clean metal details to highlight premium cakes and pastries. Designed for clarity and hygiene, the construction balanced functionality with brand storytelling, turning every dessert into a centerpiece.



Reinvent yourself.

ZIA's booth combined sleek black-pink aesthetics with illuminated branding and textile wings. Designed as a modern retail stage, it invited shoppers to explore products in a stylish, immersive environment. A concept that merged fashion-forward design with bold visibility.







Metal and wood menu holder



Metal and wood menu holder



Metal and wood menu holder



Aged in barrel.
Crafted from wood and metal, this branded menu holder echoed Carlsberg's heritage. Barrel-shaped design, carved clover details, and premium finish made it more than functional – it was a statement piece for hospitality spaces, elevating the dining ritual.





Open for more.
Tuborg's glorifier lifted like a crown to reveal the bottle inside. With bold green accents, black detailing, and premium finishing, it turned product presentation into a ritual of discovery. A HoReCa solution that merged brand identity with striking design.

TUBORG





MENU HOLDER



CARAFINDLE



MENU STAND

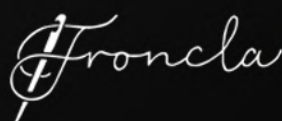
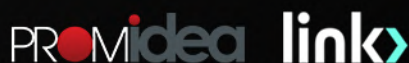


Brand in every detail.
From menu holders to condiment stations, Pepsi's accessories combined wood, metal, and bold logos. Functional yet stylish, they transformed everyday dining elements into branded touchpoints, ensuring visibility at every table.





THANKS!
TO ALL OF OUR
TEAMMATES



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