

Case Study: 4 for \$10 Sticker Deal - Merchandising and Sales Optimization



Prepared by Becca Bochna

Prepared for The Bandwagon Society

Executive Summary



The Bandwagon Society introduced a 4-for-\$10 sticker deal to increase average order value and simplify customer decision-making at in-person markets. Research into customer behavior and competing vendors showed that clear, value-based bundles reduce hesitation and encourage bulk buying. After launching prominent booth signage and reorganizing sticker displays, the bundle quickly became the default purchasing option. This strategy led to higher transaction values, more consistent market sales, stronger impulse buying, and noticeably happier customers. The results show that simple, well-communicated bundle pricing can significantly boost both sales performance and customer satisfaction in a market environment.

Introduction

In January 2025, **The Bandwagon Society** introduced a 4-for-\$10 sticker bundle designed to increase market sales efficiency, raise average order value, and simplify customer decision-making. The pricing strategy quickly became one of the brand's most successful merchandising decisions, dramatically improving transaction consistency and customer satisfaction during in-person events.

The Opportunity

Prior to this change, customers often purchased one or two stickers at a time and showed signs of decision fatigue when browsing. Market trends and competitor analysis suggested that small, low-cost items sell best when bundled in a way that feels like a “deal,” reducing cognitive load and making it easier for customers to say yes.

The brand recognized four key needs:

Increase the average number of items per transaction

Create a clear, market-friendly pricing structure

Rotate and move inventory more efficiently

Encourage impulse purchases and reduce hesitation

Strategy

The Bandwagon Society launched a simple but highly effective merchandising strategy: a **“Buy 4 Stickers for \$10” bundle**, positioned as a value-forward deal that rewards bulk purchasing.

Key elements included:

- **Prominent booth signage** clearly advertising the offer
- **Verbally reinforcing** the deal when customers browsed
- Adding bundle language into **product captions and price tags**
- Displaying stickers in a way that encourages mixing and matching
- Keeping math easy (especially for cash-friendly markets)

The offer was framed as a fun, flexible way to “collect favorites without breaking the bank.”

Execution

The bundle was promoted across multiple customer touchpoints:

- **Booth signage** visible from a distance
- Labeling and displays that highlighted the 4-for-\$10 price
- Sticker organization that made choosing four feel natural
- Occasional reminders during customer interactions (“Feel free to mix and match — four for ten!”)

No aggressive sales tactics — just clarity, simplicity, and customer empowerment.

Results and Recommendations

Higher Average Order Value

Customers shifted from buying 1–2 stickers to consistently choosing 4, increasing transaction value and overall revenue.

More Consistent Market Sales

The bundle became the *default* checkout behavior — described as “almost everyone” opting for the deal throughout 2025.

Increased Customer Satisfaction

Shoppers responded enthusiastically, often showing visible relief and excitement at being able to “buy more but spend less.”

Stronger Impulse Purchases

The simplified decision-making and perceived value prompted more spontaneous buying, especially among new customers.

Inventory Rotation

The bundle helped move older designs alongside new launches, keeping stock refreshed and balanced.

Altogether, this pricing strategy became one of the most impactful contributors to The Bandwagon Society’s in-person profitability throughout the year.

Key Learnings

Simple, value-based pricing alleviates customer hesitation.

Bundles increase both average order value and customer satisfaction.

Clear signage directly influences buying behavior at markets.

Impulse buying rises when choices feel affordable and structured.

In-person product psychology differs significantly from online ordering.

Recommendations

To continue building on this success, the brand may consider:

- Seasonal or themed bundle variants
- A premium bundle option (e.g., 6 for \$15 or “Collector Sets”)
- Integrating the deal into loyalty punch cards
- Featuring the bundle more prominently in pre-market marketing posts
- Testing bundle adoption in the online shop with optimized UX