

Purpose of Displays:

STIMULATE “IMPULSE” PURCHASES

(Impulse purchases: Purchases which the customer never anticipated when they entered the store)

All consumers make impulse purchases!!!

CONSUMER SHOPPING HABITS

	<u>MAKE A LIST</u>	<u>DEVIATE FROM SHOP. LIST</u>	<u>MAKE AN IMPULSE PURCHASE</u>
ALMOST ALWAYS	69%	20%	17%
FREQUENTLY	12%	25%	23%
OCCASIONALLY	12%	43%	48%
ALMOST NEVER	7%	12%	12%

Source: Progressive Grocer - April, 1990

Displays can be large or small —
but must be eye-catching and usually located
away from normal shelf stock.

What makes displays sell?

- 1) High traffic location
- 2) Properly merchandised
- 3) Attractively priced

Point of Sale (P.O.S.) materials and price promotions are critical to displays

- 1) Display with no P.O.S. + 32% *
- 2) Display with theme sign only + 295% *
- 3) Display with full P.O.S. + 445% *

*Versus normal shelf movement

P.O.S. should be specifically designed to:

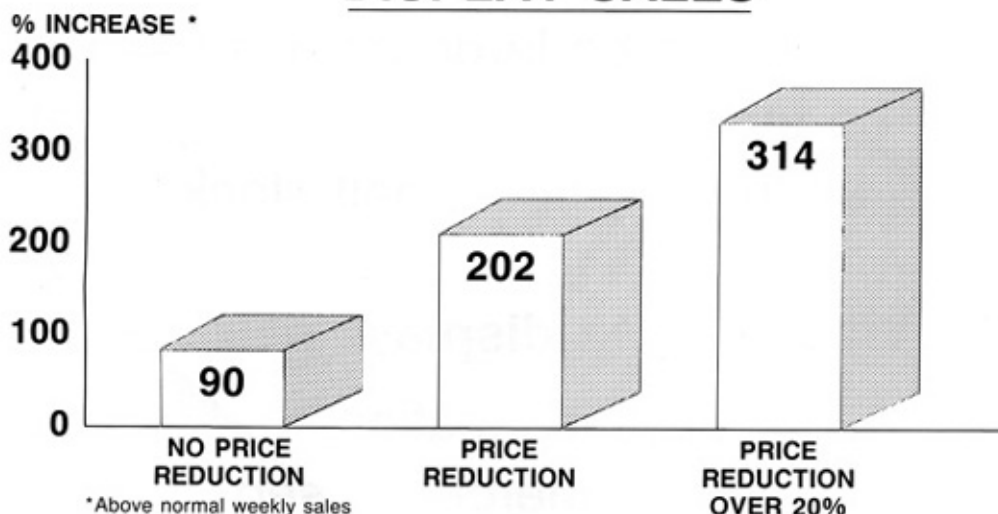
- 1) Attract attention
- 2) Trigger the impulse to purchase

BENEFITS OF P.O.S.

Stimulates Impulse Buying

- 1) Attracts attention to displays
- 2) Alerts consumers to product availability
- 3) Communicates specific information
i.e., package size, price, savings
- 4) Acts as a silent salesperson
- 5) Helps sell related items

PRICE PROMOTIONS INCREASE DISPLAY SALES



(Don't forget to inform the customer of the savings being received)

**Displays
for . . .**



**. . . large &
small
facilities**



BASIC RULES FOR EFFECTIVE MONEY-MAKING DISPLAYS

1. Display meaningful items
2. Make displays interesting and exciting
3. Create a new look every week
4. Feature items the customer wants
5. Promote items that expand consumption
6. Build seasonal item — Displays in advance of normal buying period
7. Don't hide key traffic items

BENEFITS OF PROPERLY MERCHANTISED DISPLAYS

1. Stimulates impulse purchases
2. Builds a price/value image with customers
3. Alerts customers to product availability
4. Helps sell related items
5. Solves a potential inventory problem

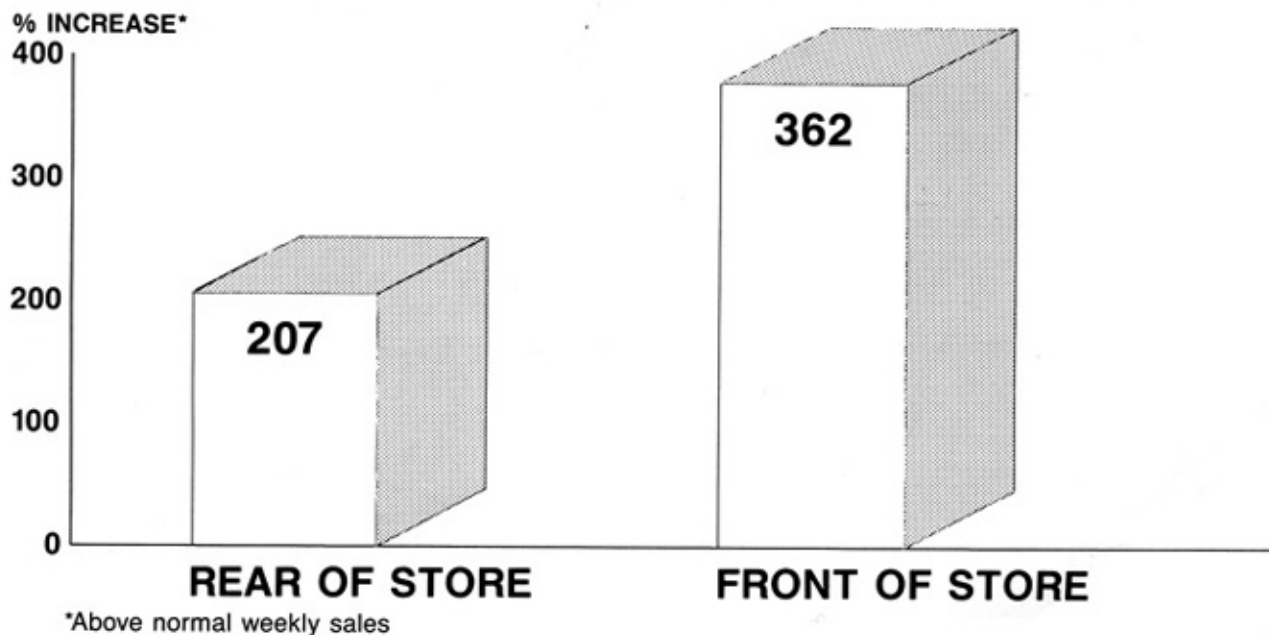
Location: It pays to build displays where the shoppers are!

WHERE TO BUILD DISPLAYS

- 1) Away from normal locations.
- 2) In high traffic areas with good visibility.
- 3) Near related items.
- 4) Where customers stop, pause, slow down.
- 5) Toward the front of the store.
- 6) Early in the traffic flow.

(If you have a small off-sale area: Put off-sale display materials in the on-sale area — but make sure the actual sale occurs in the off-sale area.)

DISPLAY LOCATION AFFECTS PRODUCT MOVEMENT



The occasional use of a display as an “obstacle course” item can be effective if not overdone!