

Point of Purchase displays

What Is Point of Sale Marketing?

- Point of sale marketing strategies take advantage of location, i.e. proximity to checkout.
 - right before the customer pulls out his wallet and seals the deal = the moment that purchasing decision counts most
 - The trick is to design point-of-sale marketing strategies that not only increase total sales, but also achieve other results through the sale of targeted products.



- Entrepreneurs are increasingly realizing that point-of-sale strategies can be an effective selling tool in a wide variety of business models.
 - Professional offices (e.g. doctors offices, veterinary clinics, etc.), online catalog stores, and other companies are finding creative ways to utilize point-of-sale techniques at the moment the customer pays for his order.



Point-of-Sale Displays

- *Point of sale displays that grab prospective customer attention as they are contemplating making a purchase might be the key to increasing your sales.*
- *You cannot be there to make the sale, but your point of sales display can be!*



Visibility is important.

- direct correlation between how quickly a product is seen and its likelihood of being purchased
- Realistically, consumers do not thoroughly scan all of their choices before making a choice.
- It is more likely that they will take five to ten seconds and make a quick decision.
- Eye-catching displays will have essentially two determining characteristics, color and placement.



Colors count.

- Choose colors that stand in stark contrast to other products near the display so that your display will stand out.
 - This concern for contrast within the display environment brings us to the second determining characteristic, product placement.



Product placement is key.

- Ideally your display should be placed as close to eye level as possible.
- When determining where to place your display, competition with other brands is an equally important consideration.
 - If your product is not the leading brand, then a point-of-sale display ought to be positioned as close as possible to the leading brand.
 - If at all possible, try to get your display to the right-hand side of the leading brand because consumers tend to scan products in the same direction that they read.
 - If people are instinctually drawn to the leading brand, they will have a greater chance of switching to your product if it is competitively priced and placed just to the right of the leading brand.

Make sure you close the sale.

- you have to convince the consumer that your product is right for him or her.
- key phrases that will assure consumers that they are making a smart buy.
 - effectiveness, taste, safety, or age appropriateness.
 - For instance, if you are marketing a product for children, you should make a statement about the products age limitations, such as "Safe for children ages 3 and up."
 - These kinds of assurances on the display will save customers the time and aggravation of scanning the product packaging and/or label to determine if it is a good choice for them.

Do your own research.

- Be sure to incorporate some time and money into your marketing plan so that you can determine what works best for your particular situation.
 - Observe what kinds of products customers are drawn to at the point-of-sale; then tailor your display to attend to their perceived needs.
 - Customer feedback might also be useful.





DESIGNED & MANUFACTURED BY **EXHIBIT MASTERS**
TRADESHOW EXHIBITS & DISPLAYS



How to get into a store

- **Displays.**
 - Retailers are constantly looking for attractive ways to display point of sale merchandise.
 - By providing them with highly visible displays that have been specifically designed for point of sale placements, you will make the retailer's job easier and dramatically increase the likelihood that your merchandise will be part of their point of sale strategy.
- **Cash incentives.**
 - Many retailers expect cash incentives from manufacturers in exchange for point of sale product placement.
- **Floor displays.** located at the front of the store (a.k.a. "dumps")
 - Floor displays First, retailers usually reserve floor displays for highly recognizable brands and fast-moving products.
 - Second, floor displays can be expensive to produce. Although they are made out of cardboard, it isn't cost-

point of sale marketing ideas to consider:

- **Shelf talkers.**
 - small enhancements that can be attached or clipped to shelving.
 - Manufacturers commonly provide an assortment of shelf talkers including shelf strips, shelf tags, and customizable shelf labels.



Signage.

- Manufacturers usually have tons of signage options in addition to the signage that is attached to display.
- Wall signs, hanging signs, and more are readily available if you want to take advantage of them.
 - Retailers sometimes avoid signage because they can quickly overwhelm the front of the store.
 - But under the right circumstances, a well-placed sign can sell targeted point of sale items.



Apparel.

- A great way to significantly raise the profile of a point of sale display is to deck out your sales clerks in manufacturer-provided apparel.
- Hats, T-shirts, even buttons can be used to reinforce the visibility and priority of a specific point of sale products.



Video loops.

- If the promotion is big and the potential for profits is high, think about running a video loop that describes the product and its benefits.
- Although the video isn't right for most small dollar figure point of sale products, they can be useful for products that are high end, high value, or high on your list of priorities.

Electronic logos.

- It never hurts to request electronic logos and other graphics from manufacturers.
- You can then use them to create your own attractive marketing resources to supplement point of sale merchandise displays.

Complete a purchase:

- Use POP advertising to guide customers to purchase accessories: batteries for a new toy or flashlight;
- hair accessories with a new comb and brush;
- free dessert with an entree.

Keep your POP marketing effort continually evolving:

- You must mix up your merchandise, freshen up your approach, and constantly consider new ways to market your merchandise.
- If a client sees the same promotion for more than a few weeks, it won't create the same feeling of excitement it did the first time around.

Cardboard point of purchase displays

- serve as a shelf for specific product or products so that it can be given special attention apart from competing and other products.
- Segregating a product from a pool of products usually create curiosity on the mind of customers and may lead them to trying it out which is a clear revenue for the business.



- Other materials: plastics and metals.
- cardboard point of purchase display since it is much cheaper yet provide equal and even higher effectiveness.
- Each manufacturer is offering their taste in terms of innovation and level of marketing skills.
 - The competition in this line of industry lies in creativity especially in the designs that they are capable of producing.
- Visual appeal can be achieved by having high resolution print on cardboard, unique cardboard cut, and creative graphic design.

