College Marketing
Promotion Unit

Chapter 18
Visual Merchandising and Display
Aim: Explain the concept and purpose of visual merchandising and identify its elements.

Do Now:
1. With a partner, discuss your first impressions when going into a store.
2. What catches your eye?
3. List the elements of the displays around the store (*color, shape, location, etc.*)
4. What do you think is most effective in a display?
5. Take out your notebook and copy the Aim.
Visual Merchandising

The coordination of all physical elements in a place of business so that it projects the right image to its customers.
Display

The visual and artistic aspects of presenting a product to a target group of customers.
Elements of Visual Merchandising

1. Storefront
2. Store layout
3. Store interior
4. Interior displays
Storefront: The total exterior of a business

Sign:
Designed to attract attention advertise the business & project brand identity.

A sign that is used to display the store’s name
• Entrances

Usually designed with customer convenience and security in mind.

• Window displays

Especially useful for visual merchandising. Window displays initiate the selling process, create excitement and attract prospects.
Assignment

• With your group, you will look at each storefront picture.
• Compare each storefront based on the following:
  – Sign/logo
  – Lighting
  – Exterior design
Aim: Identify the elements of visual merchandising and describe the types of display arrangements.

Do Now:
- Get with your groups from yesterday.
- As a group, decide on the best storefront and the storefront that could use a little help.
- Be prepared to explain the reasoning behind your choices.
Aim: Identify the elements of visual merchandising and describe the types of display arrangements.

Elements of Visual Merchandising

1. Storefront
2. Store layout
3. Store interior
4. Interior displays
Store layout

The way store floor space is allocated to facilitate sales and serve the customer.

• Selling space
• Merchandise space
• Personnel space
• Customer space
Store Interior

• Floor and wall coverings
• Lighting
• Colors
• Store fixtures

- Fixtures: Store furnishings, such as display cases, counters, shelving, racks, and benches
Interior Displays

Interior, or in-store displays generate one out of every four sales; they enable customers to make a selection without personal assistance.

• Closed displays
• Open displays
• Architectural displays
• Point-of-purchase displays
• Store decorations
• Interactive Kiosks
Types of Interior Displays

- Architectural displays:
  - Consist of model rooms that allow customers to see how the merchandise might look in their homes.
Types of Interior Displays

• **Store decorations:**
  – Displays that often coincide with season or holidays.
  – Banners, signs, props and similar items are used to create the right atmosphere.
Types of Interior Displays

- **Open displays:** Allow customers to handle and examine merchandise without help of a sales-person.
Types of Interior Displays

 CWE Closed displays

> Allow customers to see but not handle merchandise.
> Typical for jewelry stores or high-end sunglasses, or wherever security might be an issue.
Types of Interior Displays

- **Point-of-purchase displays**
  - Displays that are designed to promote impulse purchases.
  - Usually more effective at supporting new products than established ones.
Types of Interior Displays

• Interactive Kiosks:
  – Recently playing a growing role on P-O-S (Point of Sale) merchandising.
  – Usually higher-technology displays
Assignment(s)

1. With your partner, decide on a store and a product that would be best used for each type of display we discussed today.

2. Read the article “Visual Merchandising Trends for 2016” and answer:
   1. Have you seen any of these trends recently? If yes, where?
   2. Which of these trends do you believe have the best ability to create a repeat customer? Explain why.
   3. Which of these trends do you believe will have the least impact on creating a repeat customer?
   4. When you walk into a store, what aspects keep you coming back? Which ones make you leave?
Aim: What are the objectives of a good store design?

Do Now:
1. Take out your notebook and copy the Aim.
2. Under the Aim answer:
   ● You are the new visual merchandiser at a department store. Your latest project includes creating a display that has more than one product.
   ● List the related products you can display with the following:
   1. Shampoos
   2. Computers
   3. Hiking Boots
   4. Cell Phones
“Shopper found dead in local store; cause of death – boredom”

Stanley Marcus, Chairman-Emeritus, Neiman Marcus

The store is “where the action is” and includes such minor details as the placement of the merchandise.
Objectives of the Store Environment

• **Get customers into the store** (store image)
  – Store selection process
  – Cleanliness, labeled prices, accurate and pleasant checkout clerks, and well-stocked shelves
  – The store itself

• **Convert them into customers buying merchandise** (space productivity)
  – Presented in an orderly manner, the more they tend to buy
  – Retailers focusing more attention on in-store marketing – marketing dollars spent in the store, in the form of store design, merchandise presentation, visual displays, and in-store promotions --- GREATER SALES & PROFITS
Objectives of Good Store Design

- Design should:
  - be consistent with image and strategy
  - positively influence consumer behavior
  - consider costs versus value
  - be flexible
  - recognize the needs of the disabled – The Americans with Disabilities Act
Store Layout (and Traffic Flow)

• Conflicting objectives:

  – Ease of finding merchandise vs. varied and interesting layout

  – Giving customers adequate space to shop vs. use expensive space productively
Grid (Straight) Design

• Retail environments - majority of customers shop the entire store

• Difficult to see over the fixtures to other merchandise

• Should be employed carefully

• Most familiar examples for supermarkets and drugstores
Curving/Loop (Racetrack) Design

- Major customer aisle(s) begins at entrance, loops through the store (usually in shape of circle, square or rectangle) and returns customer to front of store

- Exposes shoppers to the greatest possible amount of merchandise
Free-Flow Layout

- Fixtures and merchandise grouped into free-flowing patterns on the sales floor – no defined traffic pattern

- Small stores (under 5,000 square feet) in which customers wish to browse

- Merchandise is of the same type, such as fashion apparel

- Fails to provide cues as to where one department stops and another starts

Diagram:
- Storage, Receiving, Marketing
- Underwear
- Stockings
- Accessories
- Casual Wear
- Jeans
- Dressing Rooms
- Tops
- Hats and Handbags
- Skirts and Dresses
- Clearance Items
- Checkout counter
- Open Display Window
- Feature
- Feature
Spine Layout

- Variation of grid, loop and free-form layouts

- Based on single main aisle running from the front to the back of the store (transporting customers in both directions)

- On either side of spine, merchandise departments branch off toward the back or side walls

- Heavily used by medium-sized specialty stores ranging from 2,000 – 10,000 square feet

- In fashion stores the spine is often subtly offset by a change in floor coloring or surface and is not perceived as an aisle
Aim: How do I create the perfect store using the elements of visual merchandising?

Do Now:
1. Take out your visual merchandising project sheet.
What are the goals of visual merchandising?

• Get the customer in the store.
• Give the customer a great experience.
• Generate a profit.
• Have the customer return to the store.
Aim: Identify the elements of visual merchandising and describe the types of display arrangements.

Elements of Visual Merchandising

1. Storefront
2. Store layout
3. Store interior
4. Interior displays
Assignment – VM Project

• Your job is to design the perfect store.
  – Storefront
    • Sign/Marquee
    • Entrance
    • Windows
  – Store Layout – Grid, Racetrack, Free Flow, Spine
    • Selling space
    • Merchandise space
    • Personnel space
    • Customer space
  – Store Interior
    • Walls
    • Floor
    • Lighting
    • Smell
  – Interior Displays
    • What displays will you use in your store and for what products?
VM Project

DUE – 8am Friday December 9th