



Proven Display Tactics & Visual Merchandising Techniques

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Your Brand!

aka:
Signature Look
Image
Identity
Store Personality
Uniqueness Factor
YOUR story

Your brand represents everything about your business. It's a customer's emotional and cognitive interpretation of what he/she sees and experiences while in your business. It begins with your store's name and identification system, is reinforced through your business's website and social media outlets, and is communicated through the store's design and displays. It continues throughout the shopping experience until the customer exits the store or parking lot.

It is the big picture, and the details. It is all encompassing.

It is unique to your business.

A strong brand and visual identity will attract attention and create an emotional connection with your target market. Most important, a successful brand and identity will create a memorable experience that turns first-time shoppers into loyal patrons.



Design Tools

Key Elements of Design

Line
Shape
Size
Texture
Color
Form
Weight

Key Principles of Design

Contrast
Repetition
Movement
Symmetry
Proportion
Dominance
Direction
Positive/Negative Space
Dark/Light (Illumination)

Focal Points

Strategically placing well defined focal points will **lure and lead** customers **effortlessly** throughout your store. They command and direct attention.

They serve to:

- attract and direct the eye (the feet follow the eyes)
- define departments and product lines
- inform; tell a story
- break up large areas of merchandise
- add to the personality of the store
- add interest/excitement

They serve to:

- mannequins
- unique architectural elements (water fountains, columns, etc) service counters
- large signs
- elevated and/or brightly illuminated displays
- rotating (moving) objects or videos running on flat screens
- seating areas

Interactive Elements

- kiosks
- iPads
- demo stations
- selfie opps/Instagrammable areas



Signage

Sign pollution is rampant in today's retail environments.

Signs are most effective when they are part of a coordinated "system," where each category of signs has its own distinct design element, yet relates to the "sign system" as a whole. **A coordinated sign system helps train your customers to see, read and interpret signs quickly.**

Categories of signs:

- Name Identification (logo)
- Department
- Promotional
- Product Specific (features and benefits)
- Store Policies/Services
- Directional
- Vendor

Sign design guidelines should address: fonts, color, materials, size, sign holder.

Hand printed signs should be avoided except for delicatessens and food retailers who change their prices daily.

Graphics

Create emotion with lifestyle photos.

Tell your story with fun graphics.

Create a history wall with oversized photos and graphic timeline.

Merchandising Product Presentation (stocking floor fixtures)

Consumers read merchandise on fixtures like they read a book—left to right, top to bottom.

Good merchandising tactics include:

- using fixtures that coordinate with one another
- keeping your fixtures filled with product (no empty shelves)
- organizing products by grouping them according to size, style or color
- rotating merchandise as necessary
- illuminating as necessary
- if quantities allow, double expose merchandise (cross merchandise)

Display Established Focal Points

A well designed display should hold the customer's interest long enough to:

- communicate features and benefits
- suggest new end uses for the product
- aid the imagination
- create desire for the product
- move the customer to action

In addition, displays should:

- reinforce ad campaigns
- add organization to the space through good composition
- reflect the store's image
- encourage the customer to shop the rest of the store

An effective display:

- is simple (less is often more)
- incorporates a theme
- has good composition
- is changed often
- groups merchandise according to size, style, color, or end use
- doesn't incorporate a lot of signs

To ensure you get purposeful displays created and installed each season, do these three things:

- Create an annual display calendar (start in October for the next year)
- Assign a budget (even if it's only \$50 a month)
- Assign personnel (someone with an artistic eye)

Then sit back and watch the magic happen!

Checkouts and Customer Service

This is the time when all your hard work has to pay off. It's where the service counter has to look it's best and your staff has to be on top of the transaction!

Wait times have to be short and packaging has to be branded.

These last moments have to clinch the deal for a return visit.

Is your last impression a positive and memorable one?

Resources

Magazines

- Design:Retail www.designretailonline.com
- Visual Merchandising & Store Design www.VMSD.com
- Retail Minded www.retailminded.com

Online Catalogues

- www.storesupply.com
- www.retailresource.com
- www.fireflystoresolutions.com
- www.tripar.com
- www.displays2go.com
- www.hubert.com

Books

- Resource books available through www.stmediagroupintl.com

LinkedIn Groups

Retailworks' "Display Tool Box Essentials" (attached)

Retailworks' "30 Props & Display Accessories No Retailer Should be Without" (attached)

Summary

Audit your brand, logo, exterior, and interior, once a year. Are they still doing their job?

Stay consistent with the use of your brand and logo. Make sure your store exterior and interior are communicating a coordinated message that supports your brand and tells YOUR story in the best way possible light!

Display Tool Box Essentials

Tape — Duct, Masking, Foam, Double-Sided

Scissors (one for fabric, one for paper, one for heavy duty - labeled appropriately)

Mat knife (box cutter) and Exacto knife with a selection of blades

Wire cutter

Glue — white, fabric, superglue

Goo-Be-Gone

Hot glue guns + lots of extra glue cylinders

Pliers —needle nose and regular

Hammers — hard head, small tack, rubber

Ceiling clips (if you have a suspended ceiling)

Binder clips

Suction cups with hooks

Fishing line (microfilament) and 15, 30 and 60 lb. test weights for hanging

Heavy-duty stapler and big box of matching staples

Metal ruler and 25' retractable measuring tool

Box of T-pins and straight pins

Black and silver wire

Rope/twine

Colored threads and needles

Drawing utensils — pencil, thick tip black marker, white chalk

Pad of paper

Small level

Picture hangers — all types

Work gloves — fabric and latex

Duster, rags, glass cleaner

Hand vac

Travel iron

First aid kit

Where to Find Props:

- Craig's List
- Borrow from neighboring retailer (acknowledging with sign)
- Rummage sales, flea markets, estate sales
- Dollar stores
- Other retailers going out of business
- Local theater (after they have finished a play)
- Students in art/design/theater program at local school (they're creative!)
- Craft stores
- Home building stores

Display Tool Box Essentials

- 1) Ceiling grids
- 2) Track lighting, table and floor lamps
- 3) Ladder and step stool
- 4) Foam core (for signs, backdrops, making props) and Styrofoam —different thicknesses/sizes
- 5) Rolls of paper, kraft and colored (use on floors, as backdrops, to wrap boxes), wrapping paper
- 6) Fabric (solid, stripes, polka dots, seasonal patterns —for draping and hanging as backdrops), felt, shower curtains, drapes
- 7) Wood dowels or drapery rods with decorative finials (for suspending backdrops)
- 8) Spray paint
- 9) Wood crates and risers
- 10) Plexiglass risers (all different sizes)
- 11) Plate stands (also known as easels — several sizes)
- 12) Vases, bowls, baskets (all types of vessels)
- 13) Silk/Dried florals
- 14) Decorative balls, spheres, marbles, rocks, stones, sand, etc. (for fill)
- 15) Picture frames (all sizes)
- 16) Plexiglass sign holders (5x7, 8-1/2x11, 11x17); some with suction cups
- 17) Placemats and cloth napkins
- 18) Tissue paper and tulle (netting) (i.e.: forstuffing bags)
- 19) Strands of white holiday lights
- 20) Clothes line and clothes pins
- 21) Mannequins, busts or torso forms
- 22) Wood display ladder
- 23) Umbrellas
- 24) Buckets
- 25) Old suitcases
- 26) Pickett fencing
- 27) Carpet squares
- 28) Furniture pieces (tables, stools, dressers)
- 29) Lightweight folding screen
- 30) Old bikes