

Visual Merchandising and Display



Marketing
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Visual Merchandising

- **Coordination of all the physical elements** in a place of business that are used to project the right image to its customers.



Why is Visual Merchandising Important?

- The “right” image invites interest
- Encourages purchasing
- Makes the customer feel good about purchasing
- Creates the whole vision of a business
- Draws in the customer

Display

- The visual and artistic aspects of presenting a product to a target group of customers.



What is the difference between Visual Merchandising and Display?

Display	Visual Merchandising
Visual and artistic aspects of presenting a <u>product.</u>	Visual and artistic aspects of the <u>entire business environment.</u>

Visual Merchandising - Four Key Elements -

1. Storefront –

Total exterior of a business.

Includes sign, marquee, outdoor lighting, banners, planters, awnings, windows, and the building itself.

Visual Merchandising - Four Key Elements -

2. Store Layout –

The way the store floor space is used to facilitate and promote sales to best serve the customer.



Visual Merchandising - Four Key Elements -

3. Store Interior –

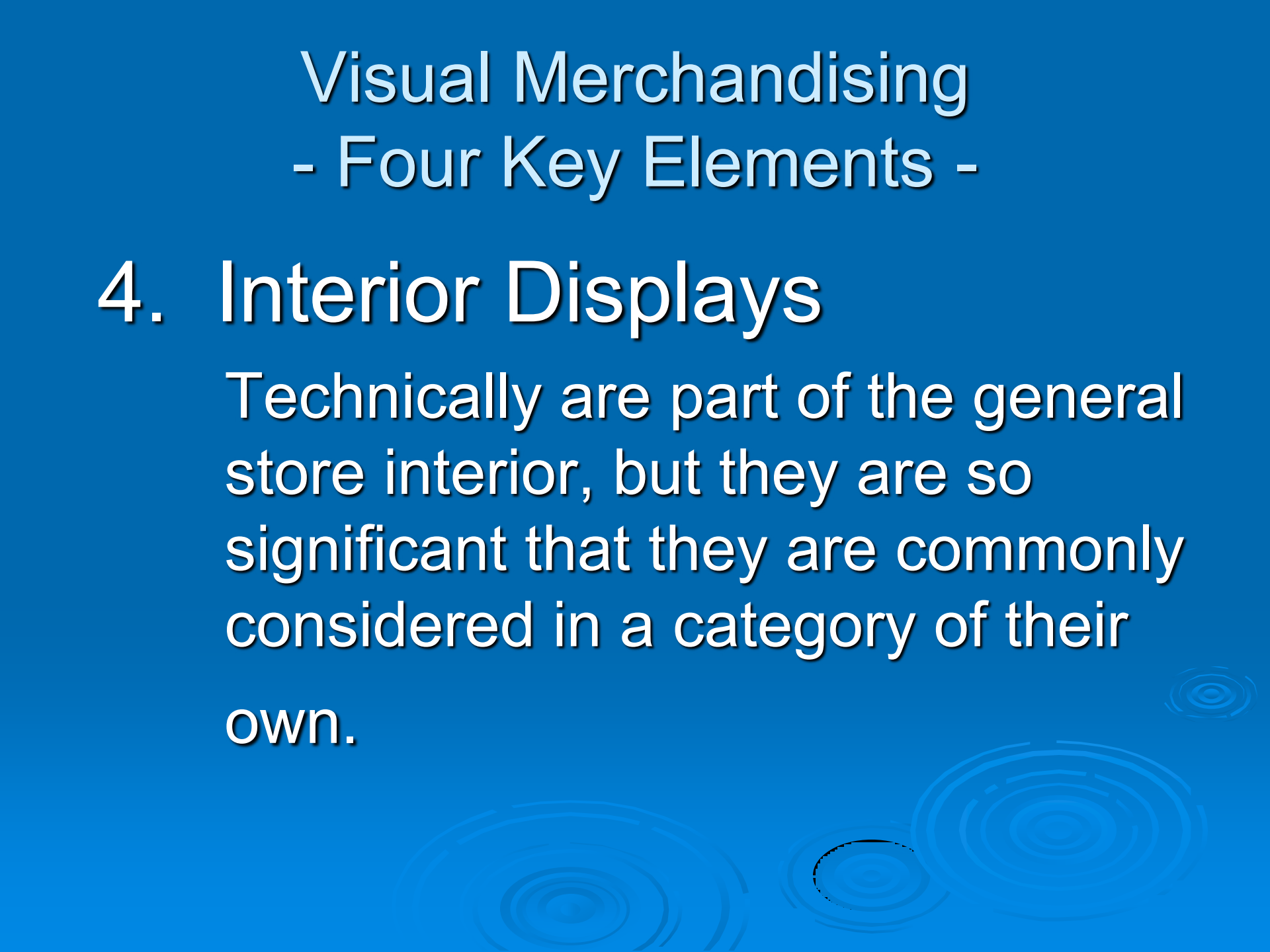
Floor and wall coverings, lighting, colors, and store fixtures.



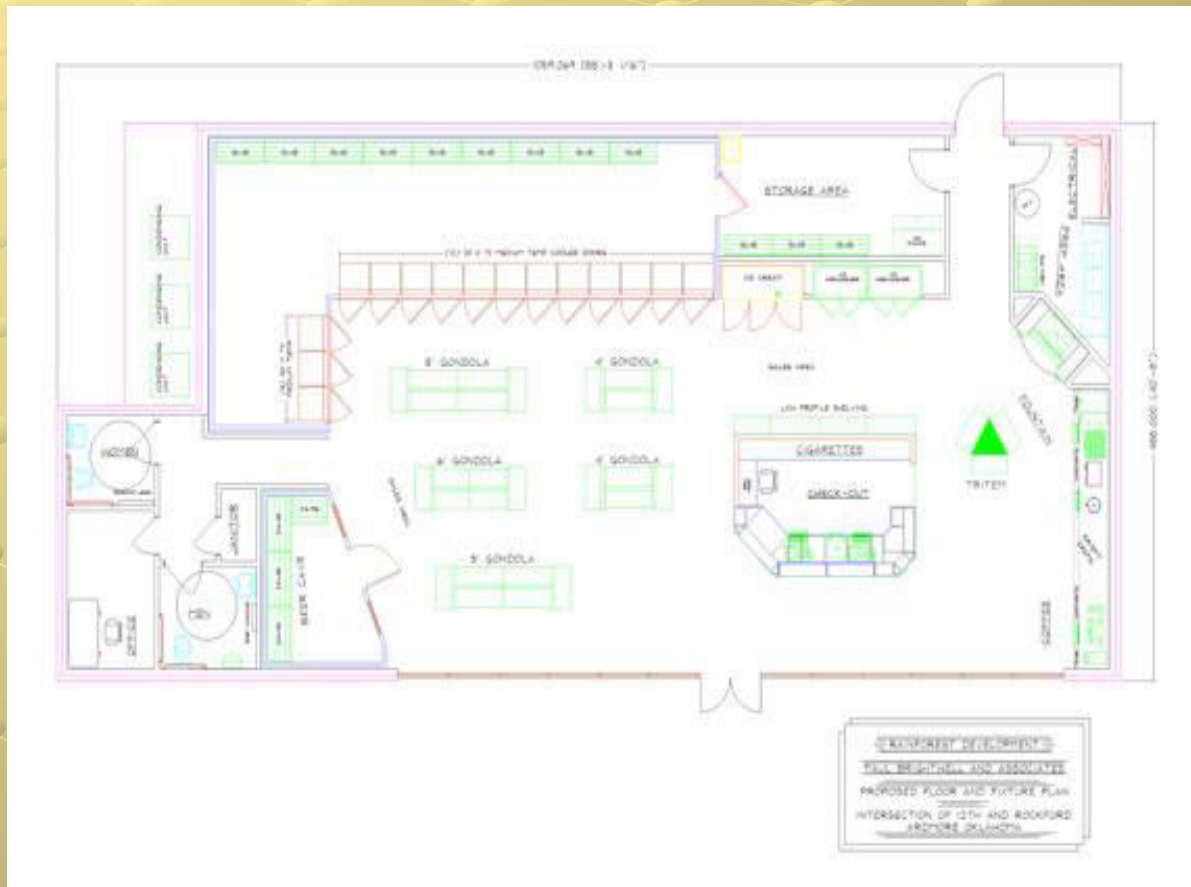
Visual Merchandising - Four Key Elements -

4. Interior Displays

Technically are part of the general store interior, but they are so significant that they are commonly considered in a category of their own.



Identify which of the Four Key Elements this picture represents:



**Store
Layout**

Identify which of the Four Key Elements this picture represents:



Storefront

Identify which of the Four Key Elements this picture represents:



**Store
Interior**

Identify which of the Four Key Elements this picture represents:



Interior
Displays

Identify which of the Four Key Elements this picture represents:



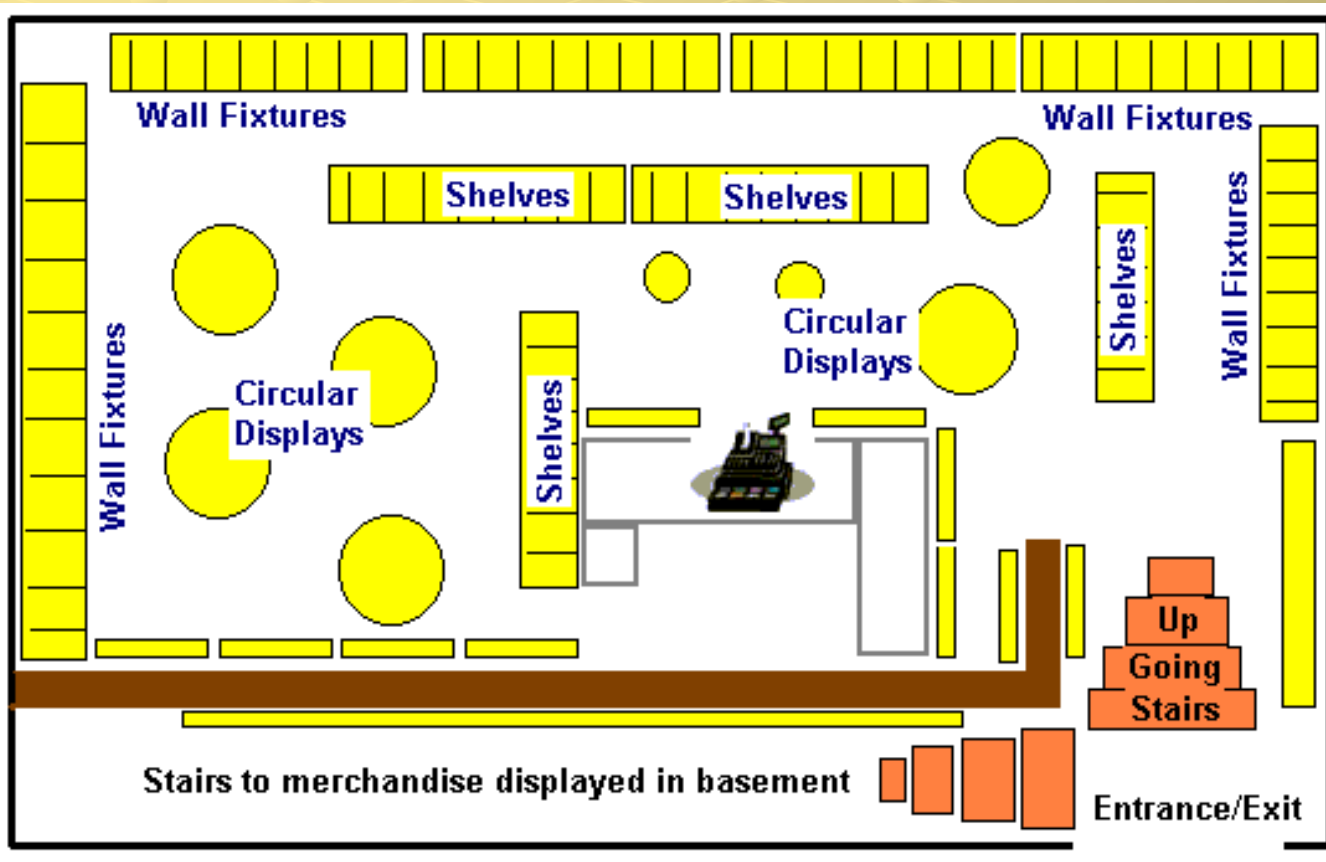
Storefront

Identify which of the Four Key Elements this picture represents:



**Interior
Displays**

Identify which of the Four Key Elements this picture represents:



**Store
Layout**

Interior Displays – 5 types

- **Open** – customers can handle the product
- **Closed** –customers can see but not handle merchandise (fine jewelry)
- **Architectural** – model rooms that allow customers to see how merchandise might look in their homes (Home Depot kitchens, Furniture Stores)
- **Point-of-Purchase** – promotes impulse purchases (gift card displays, candy displays at cash register)
- **Store Decorations** – coincide with specific seasons or holidays (Christmas)

Display Design and Preparation

Questions for you:

1. If you only had seconds to attract attention to a display in a nonverbal way, how would you do it?
2. What displays have you seen that have made a lasting impression?

Step 1

- **Select The Right Merchandise**
 - New, popular, best selling, sale items

Step 2

■ **Select the Display**

- One-item display – shows a single item.
- Line of goods display – One kind of product but features several brands, sizes, or models.
- Related Merchandise display – features items that are meant to be used together.
- Assortment display – features a collection of unrelated items. Usually emphasizes price.

Step 3

■ **Choose the Setting**

● Realistic Setting

A room, area, or recognizable locale.

● Semirealistic Setting

Suggests a room or locale but leaves details to the imagination.

● Abstract Setting

Focuses on form and color rather than actual objects.

Step 4

- **Manipulate the Artistic Elements**
 - **Line**
 - **Color**
 - **Shape**
 - **Direction**
 - **Texture**
 - **Proportion**
 - **Balance**
 - **Motion**
 - **Lighting**

Step 5

- **Evaluate Completed Displays**
 - Does it enhance the stores image and appeal to customers? If not, change it!

Maintain Displays!

Why is display maintenance important?

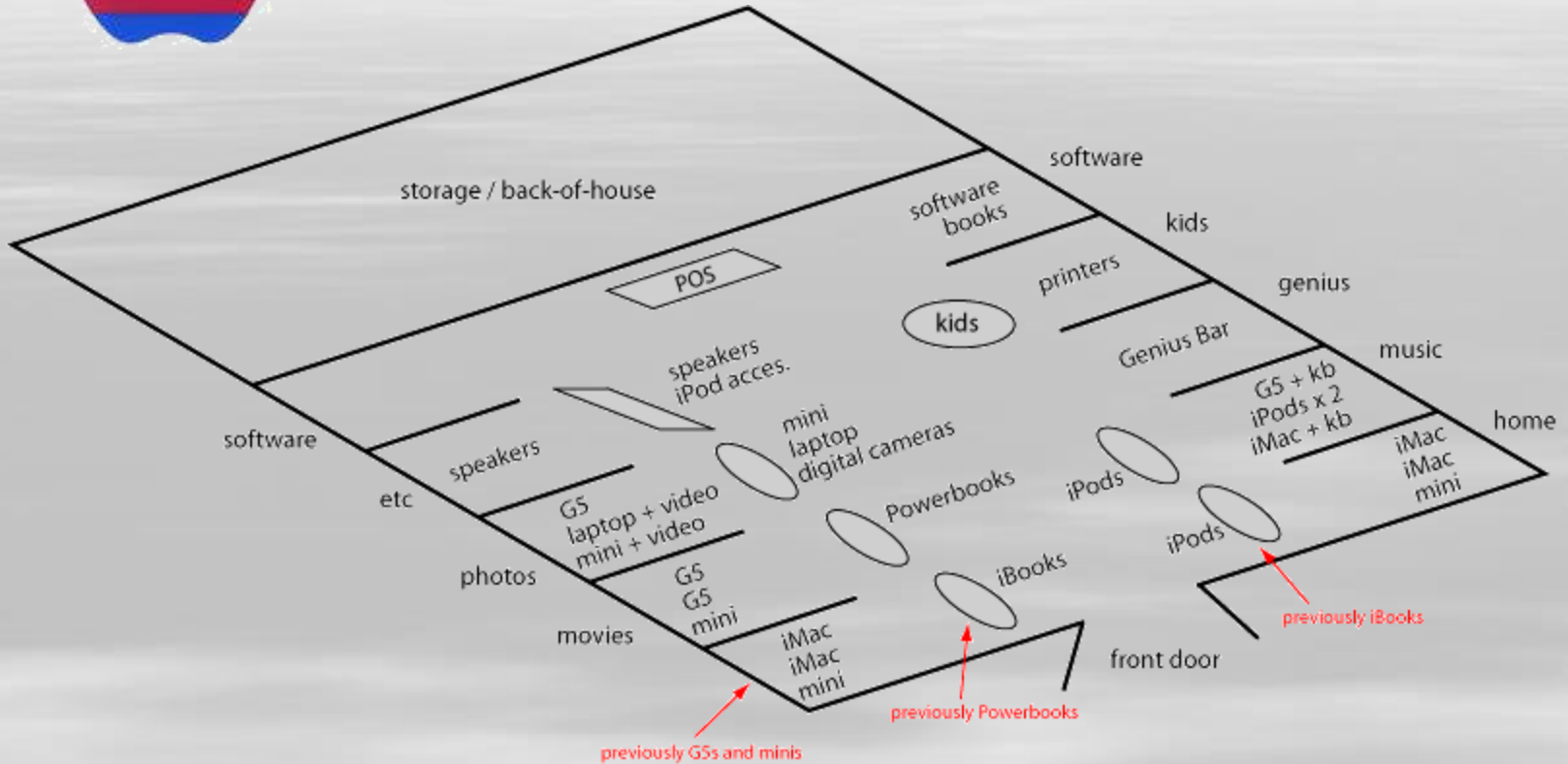
A display has **about 3 to 8 seconds** to attract a customer's attention, create a desire, and sell a product.

- Poor maintenance can create a negative image of the merchandise as well as the store.



Storefront





Store Layout

Store Interior





7 x 7 x 23 counter
spinner display



duc clip display



Interior Display