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***COMMON CHALLENGES IN
RETAIL ADVERTISING***

Advertising can be challenging, especially in retail stores. How will your advertisements stack up against those of your competitors' and attract consumer attention? Careful campaign planning will help you to design successful product launches and promotions. Moreover, having a pre-designed process helps you to take all the different aspects of the campaign planning into account. That is why it is very important to put some extra effort on planning and designing the campaigns.

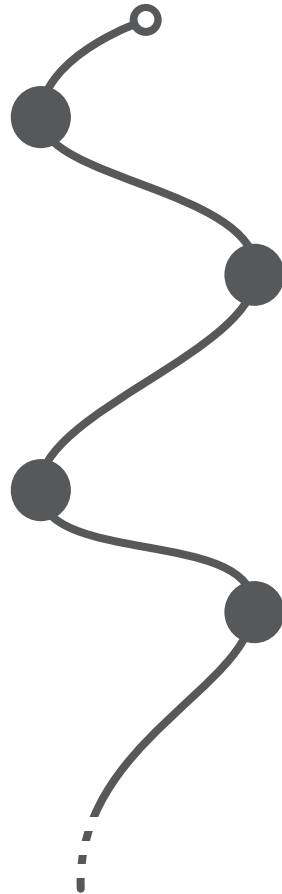
- *How to get all the campaign materials on time to all the*
- *How to ensure easy and _____ and proper location of the POS advertising materials?*
- *How to ensure that the materials function in different store plans throughout the retail chain, on*
- *How to make sure that the in-store materials are up-to-date and old campaign materials are removed promptly without*
- *How to get the campaign materials to stand out from other advertisements and get the*

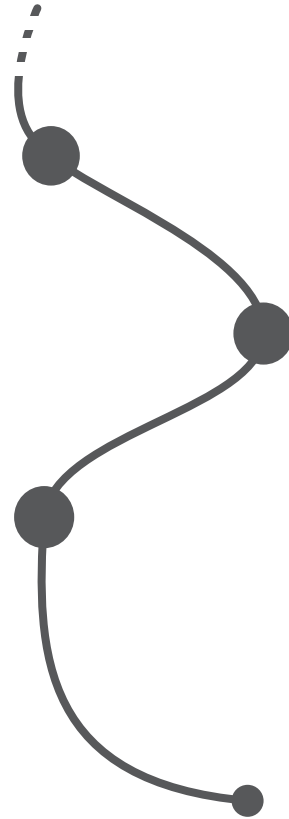
CAMPAIGN PLANNING & IMPLEMENTATION

Effective implementation of the in-store advertising campaign should always start from thorough overall planning. Besides having the outline i.e. budget and goals for the campaign, you should also focus on how those goals can be achieved and how the campaign should be implemented.

Traditionally campaign planning starts with the campaign's visual identity. However, the limitations set by the store, as well as the selection of the campaign material should be taken into account even prior to the visual aspects of the campaign.

When you are e.g. about to launch a new product through a nationwide retail chain, you probably hope to develop a successful in-store advertising campaign for it as well. Surely, you'd like to get praised for an inventive and effective campaign, but might be wondering which materials to use, and how to implement the campaign overall.





When this planning is done before the design, print and the distribution of the materials, you ensure that your in-store campaign materials are functioning on the chosen surfaces for the tenure of the campaign and are installed correctly and removed promptly after the campaign by the store staff or the merchandizer.



MAPPING AND INVOLVING THE CAMPAIGN STAKEHOLDERS

Start from mapping and involving all the necessary parties related to the campaign. These may include:

It is important to recognize that the overall expertise is developed when the planning process involves the client and the advertising agency, as well as the material (e.g. the material manufacturer or printing house) and logistics expert.

In addition, including a field representative specialist (e.g. store staff or a merchandizer) in the planning contributes to the correct presentation of the campaign materials in the store and helps you to consider practicalities related to the use and installation of the materials.



***DEVELOPING THE CAMPAIGN
DESCRIPTION***

A good campaign description serves as a fundamental base for the success of a printed in-store campaign. Especially, it defines the questions and requirements for the material(s) needed for the campaign.

→ The more surfaces a single material is suitable for, the less material suppliers you need, thus enabling you to create your ads in fewer print runs. This also helps you to create simple installation instructions for the campaign.

→ The material durability needs to be compared with the duration of the campaign.

→ The easier the materials are to install, the less cost and time is needed. Easy-to-install materials help you to ensure that the advertisements are installed properly.

→ Consider the material's compatibility with these factors.

→ Easy to apply and remove materials enable you to make quick additional promotions and updates during the campaign.

→ Easy, residue-free materials save time, money and shop fixtures.

→ Recyclable, PVC-free materials are a more environmentally friendly choice.

After specifying the material attributes you can consult the in-store advertising specialist or wholesaler and printing house for the availability of different materials, their printability and formats.

→ This defines much of the printing costs for the material and the available sizes (i.e. large format illustrations)

→ Material availability, also in the future, is important if you are planning a process that should be compatible for any future product launch or promotion in a specific retail chain. This helps you to utilize the chosen materials as a "standard" in the upcoming promotions as well.

Like mentioned earlier, having all the necessary parties or an in-store advertising specialist involved with the campaign planning helps you to get the right recommendations and answers for the above questions.



***CHOOSING THE RIGHT
MATERIALS***

Selecting the right advertising material to promote sales is often challenging, yet it is one of the most important decisions for the success of the campaign, especially in retail and grocery stores.

Advertisers often rely completely and without a doubt on a single entity for their material and design choices. In these cases the unit price can often be used as the ultimate criterion for the decision. Ideally, planning should cover the entire distribution network, as well as the purpose and the lifecycle of the material, not just the price.

A versatile campaign material with multiple application possibilities can also ensure that the campaign functions in different store plans throughout the retail chain and on different surfaces.

Including a material expert already in the planning phase of the campaign helps not only to reduce costs but also to think about the whole lifecycle of the material and how to reduce waste and to choose a recyclable and environmentally friendly material.

Ultimately, the main thing is to approach the material selection from the perspective of the requirements you have specified in your campaign description.

A top-down view of a workspace. On the left, a person's hand is typing on a silver laptop keyboard. To the right of the laptop is a white mouse being held by another hand. In the center-right, there is a white coffee cup filled with dark coffee on a matching saucer. Next to the coffee are a pair of yellow-handled scissors and a small potted cactus. A yellow card with a black stripe is visible at the bottom center. A white teardrop-shaped graphic is positioned above the text. The background is a clean, light-colored desk.

***DESIGNING AND PILOTING
THE CAMPAIGN***

A too rarely used, but very useful way to ensure the effectiveness of an in-store campaign is to pre-test it in one or a few of the stores. After you have created the campaign description and chosen the suitable materials, you can proceed to getting the campaign material artworks designed.

These can typically be obtained from the material wholesaler or manufacturer, unless the printer already has them.

For the piloting itself, you should consider having your printing partner print some actual samples on the chosen material with the intended design for your piloting locations. This is also a great chance to test how the material functions in the printing press and post-press functions. Printing guidelines for each material are typically available by the material manufacturer.

Piloting a campaign makes sure that the chosen material, printing, formats and amount of materials work as desired on the different surfaces in the store environment. This also helps brands potentially to measure the effectiveness of the campaign and to make some changes to the campaign

if necessary, before launching it to the rest of the stores. However, this kind of piloting favors an advertising material that is easy to install, modify and remove in order to get the best results and not to use too much time on implementing the test.

Based on the campaign description, the chosen material and the findings of the pilot campaign, you are able to create full instructions, with picture and/or video examples, on where and how to install the materials in the store. Additionally instructions on possible updates and removal after the campaign should be considered.



***PRINTING AND
DISTRIBUTION***

If the campaign has been pre-tested in the pilot campaign phase, also the printer already might have adequate experience on printing on the chosen substrate. If not, printing and storage guidelines of the material should be studied carefully and pre-tested in order to get the desired results. Eventually, when it is time to pack and ship all the campaign materials, it is important to follow the potential recommendations for handling the material.

Use and installation guidelines (based on the campaign description and piloting) for each store and each item are delivered together with the campaign materials, including possible instructions for additional promotions during the campaign and for the removal of the materials after the campaign has ended. If you have piloted your campaign, you have a great chance to provide picture and/or video examples of the campaign materials in an actual store environment.



***INSTALLATION OF THE
CAMPAIGN***

In order to create successful in-store advertising campaigns, brands should be able to spread the materials effectively throughout the whole retail chain, and in each store. However, many times the store plans differ and can have very strict controls on where one can install the advertisements and where not. The ads shouldn't leave any residue or otherwise damage the surfaces in the store, either.

Even the ultimate best solution doesn't work if it is in the wrong place. That is why the location of the in-store advertisement, as well as the product being promoted, is crucial for the success of the campaign. The closer you can have your message to the promoted product, the more effective your campaign will be.

When e.g. a retail chain decides to spread their campaign visuals all around the store, it is important to select an advertising material that can be used on various surfaces. Ideal advertising material especially for in-store advertising is suitable for and easily installed on all kinds of surfaces, like walls, windows and counters as well as screens and freezers.



***DURING AND AFTER
THE CAMPAIGN***

Another challenge in in-store advertising is that if there are some changes or updates that need to be made to the materials during the campaign; such as updating the promotion, adding product-specific enhancements or further price reductions, completely new materials must be produced and delivered.

For these purposes, the brand would need a solution that is **temporary** and **easy to install, update** and **remove** at the end or even during the campaign.

Another point regarding the materials during the campaign is potential vandalism. How fast and easy is it to replace missing or damaged materials, and have you got a small "reserve" of campaign materials? People often mistakenly think that the stronger the adhesion of a material, the more "safe" it is against vandalism. In our experience people who wish to damage in-store materials do so in any case, the only difference being that more permanent adhesives leave residue or part of the torn sticker behind, whereas easy-to-remove materials leave a clean surface that does not harm your brand image and is easy to replace with a new ad.

Another challenge is that the in-store advertising campaigns often require many kinds of POS and POP materials and are often short-term. After the campaign is over, it is important to make sure that the old campaign materials are removed quickly without damaging any surfaces in the store. Easy-to-remove advertising materials that leave no residue on surfaces ensure that your campaign materials can be both promptly updated and removed on-site.

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A close-up, slightly blurred photograph of a person's hands. The left hand is positioned over a laptop keyboard, with fingers resting on the keys. The right hand is holding a dark-colored credit card, angled towards the right. The background is bright and out of focus, suggesting an indoor setting with natural light. Overlaid in the center of the image is the text 'CAMPAIGN COSTS' in a bold, black, sans-serif font.

**CAMPAIGN
COSTS**

In-store advertising can be relatively expensive due to material, logistic and installation costs. This is particularly true if the whole distribution chain has not been carefully planned. That is why it is important to concentrate on the selection of the campaign material and plan carefully in order to find the most cost-effective and efficient solution.

It is also good to be aware that, although the unit price of the advertising material may seem relatively small, the costs of the logistics can still easily be surprisingly high, especially if there are multiple locations and if the whole distribution chain is not carefully planned.

Furthermore, traditional POS and POP advertising materials can be quite hard to install and they often require a lot of time or even professional installation. In cases like this, the risks are that the advertising materials are not installed promptly (or at all) or that the costs of the campaign can get relatively high because of the use of professional installation.

Creating the campaign concept and design, followed by the printing and distribution of the materials sums up to most of the expenses (if professional installation and/or removal of the campaign materials is not required). Thus all of the investment would go to waste, if the materials are not put up correctly, in the right location or are in the worst case left totally un-installed.

Careful planning, starting from the creation of the campaign description, material selection and piloting can help you to optimize the costs and effectiveness of your in-store campaign.

When this planning is done before the design, print and distribution of the materials (together with the installation instructions), it is possible to ensure that your in-store campaign materials are not only functioning on the chosen surfaces throughout the whole campaign, but also installed correctly and removed promptly after the campaign has come to its end.

PLAN A SUCCESSFUL CAMPAIGN!

Self-adhesive materials should be easy to install by the store staff, without the need and cost of professional installation.

There should be as little as possible limitations on which surfaces, and where, you can install your advertising.

You should be able to trust that you are not damaging the surfaces, which you are using the materials on.



