6 TIPS FOR SUCCESSFUL
IN-STORE ADVERTISING
STAFIX

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INTRODUCTION

6 TIPS FOR SUCCESSFUL IN-STORE ADVERTISING

The effectiveness and potential of in-store advertising is extensive. Studies suggest that, as much as, 8 out of 10 buying decisions are made in the store (POPAI 2014, Mass Merchant Shopper Engagement Study). Indeed, increasingly often a customer encounters a display, poster or shopping trolley advertising, instead of a real salesperson when entering a store. Also, the Internet has taught customers to seek information about the products independently. Nowadays, many of us even prefer self-purchase – a salesperson is no longer needed before the final stage of the buying process.

Especially grocery stores are full of different stimuli that can confuse us. In this continuous flood of advertising, consumers are having trouble remembering a variety of messages and that is why brands are often mixed up in consumers minds. Therefore, in-store advertising informs, encourages, sells and builds brand image – all at the same time.

In-store advertising covers e.g. sales promotion, product demonstrations, competitions, events and special discounts. Point of Sale (POS) and Point of Purchase (POP) materials, such as displays, shelf-talkers, roll-stands, banners and floor stickers are then used for executing in-store campaigns.

In-store advertising is beneficial for both retailers and their suppliers. In-store advertising makes the store more vivid and also generates additional sales through purchases made on impulse. On the other hand, the brand gets their products to stand out and thus to sell better.

The purpose of this eBook is to give brands and in-store advertisers more information on profitable in-store advertising. In this eBook, we will go through 6 useful tips for successful and cost-effective in-store advertising.

Enjoy!
Stafix Ltd.

1. ATTRACT ATTENTION

It is a well-known fact, that especially for retail groceries, most of the purchase decisions are made in the store. That is why the potential of in-store advertising is enormous. According to POPAI's Mass Merchant Shopper Engagement Study (2014), about 82 % of the buying decisions were unplanned purchases bought on an impulse.

On the other hand, super- and hypermarkets are full of different kinds of stimuli that confuse us, making it quite hard to stand out from the crowd. Many eye-cam studies have revealed that around 95-98% of the different advertisements in the store get completely missed out by the consumers.

In-store advertising also offers an effective media for those products and brands that can't be advertised outside the store, due to legislation in some countries. In-store advertising can also help and provide solutions for consumers by offering new ideas on for example recipes that they should try out.

95 - 98% of the advertisements get completely missed out by the consumers

No matter how this is done, the main thing is to stand out and attract consumer attention. This can be done by offering new and innovative stimuli, preferably designed with an in-store advertising specialist.

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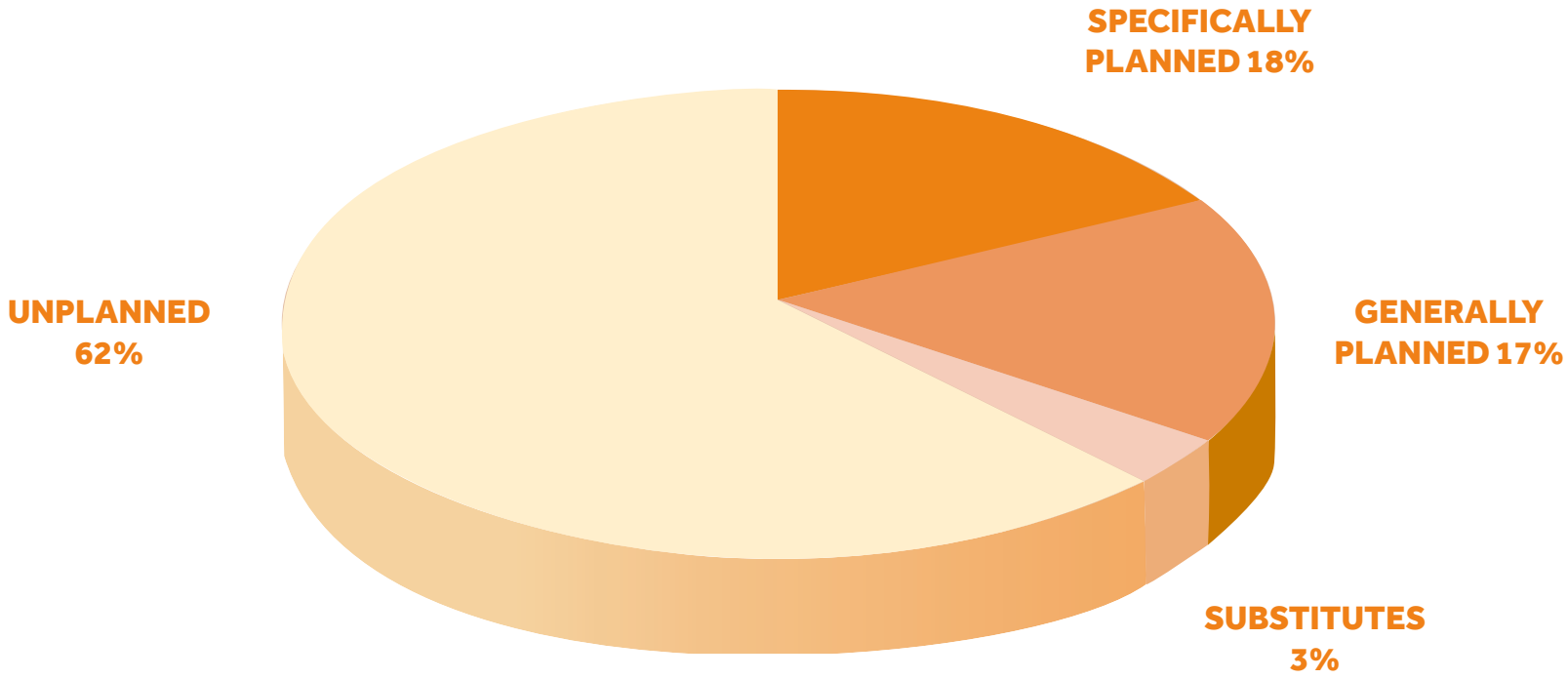
IN-STORE DECISION RATE

POPAI 2014



Specifically Planned: Specifically pre-planned purchases by name

Generally Planned: Generally planned purchases referred to generically but not by brand

Unplanned: Unplanned purchases bought on an impulse

Substitutes: Purchases that were specifically identified by name, but changed to another brand or product in the store

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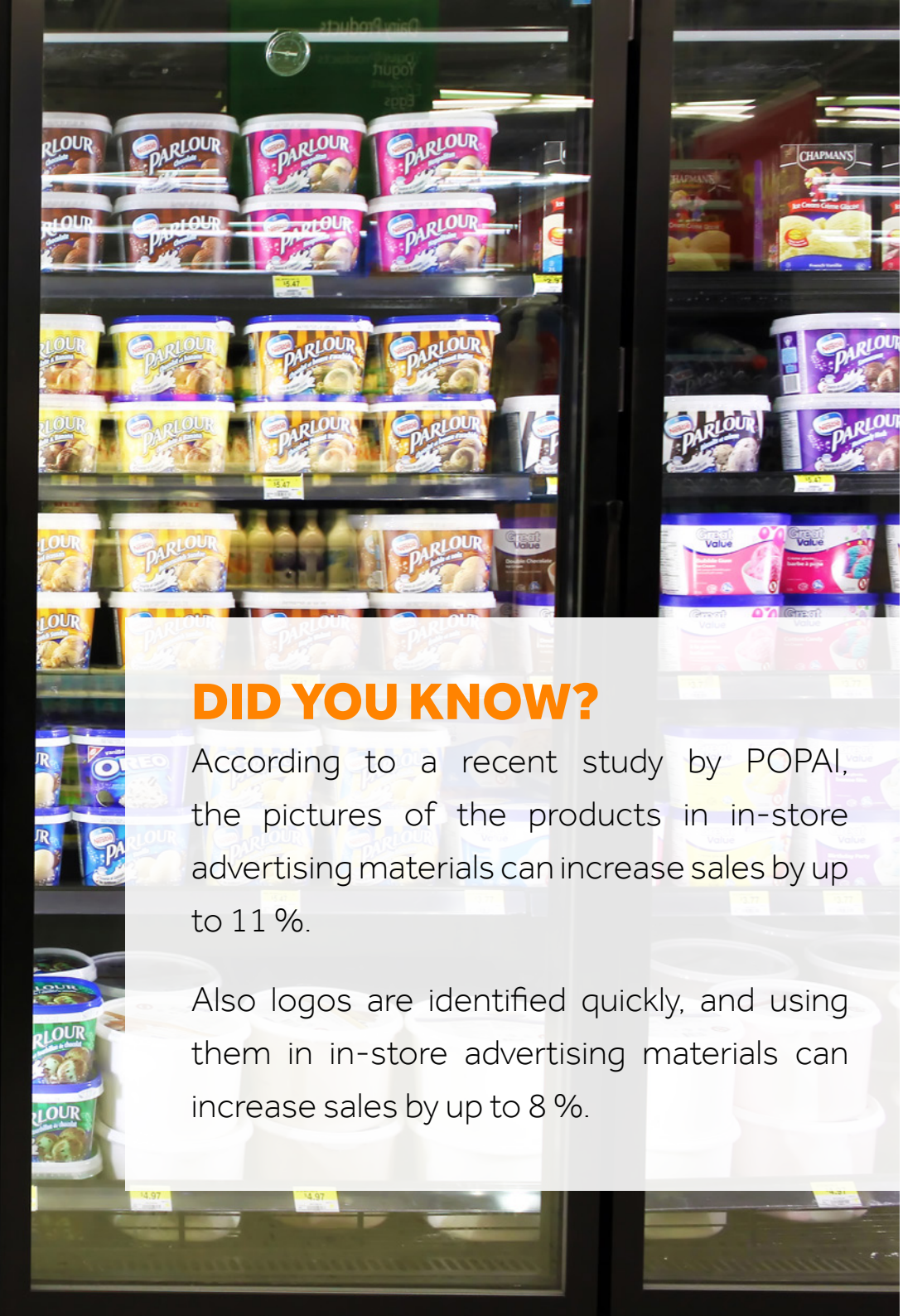
2. PLAN AND DESIGN

As most of the in-store advertising signals and campaigns get missed out by consumers, it is very important to put some extra effort on planning and designing the campaigns. A well designed in-store advertising campaign enhances the positive image that a consumer has of your brand or product and consequently strengthens the purchase decision.

Try to avoid too many different messages; often one simple request to buy is enough.

Also, because stores are already full of different colors and stimuli, it is important to keep your message consistent and clear throughout the store – preferably also in the other media. Try to avoid too many different messages; often one simple request to buy is enough. When the same message is spread around the different media, it also gets easier for the consumer to pick up and react to that message.



DID YOU KNOW?

According to a recent study by POPAI, the pictures of the products in in-store advertising materials can increase sales by up to 11 %.

Also logos are identified quickly, and using them in in-store advertising materials can increase sales by up to 8 %.

When designing an in-store advertising campaign, there are also many things in the science of consumer behavior that brands should take into account and also understand in order to succeed Apart from that, there are many studies on which fonts or colors are the most effective ones and what amount of text gives too little or too much information. That is why focusing only on the visual appeal of the advertising will not get you the desired results.

In order to get great results, brands should consider designing campaigns together with their distribution network and in-store advertising experts. Designing a campaign together with a retail chain is actually beneficial for both of the parties because also the retailers have their strong voice on which campaigns to use or not. Too many simultaneous campaigns in the store are not beneficial for the retailer either.

Well thought out and properly presented POS (Point of Sale) and POP (Point of Purchase) materials attract consumers attention and promote the brand effectively. However, it is good to remember that sometimes less is more, especially in in-store advertising.

3. CHOOSE THE RIGHT MATERIAL

Selecting advertising materials to promote sales is often challenging, especially in the retail grocery stores. The stores 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. That is why the selection of in-store advertising materials is an essential descision, which comes right after designing the visual appearance of the campaign.

Choosing the right materials can help you in the distribution of the campaign to all the different locations, and to ensure easy and correct installation of the POS materials. Having materials that require excessive time and are hard to install can mean that the designing, printing and distribution of the campaign can go to waste.

A versatile substrate with multiple application possibilities can also help making sure that the campaign functions in different store plans through out the retail chain on different surfaces.

Having easy-to-remove materials helps to ensure that the in-store advertising materials are up to date and old campaign materials are removed promptly.

Because standing out from the crowd is challenging, brands have to use innovative and new ideas in order to attract consumer attention and promote the brand effectively. Thus the design of the campaign should also be attractive and look good in every single advertisement, no matter whether it is a big poster or just a small sticker.

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PRO TIP:

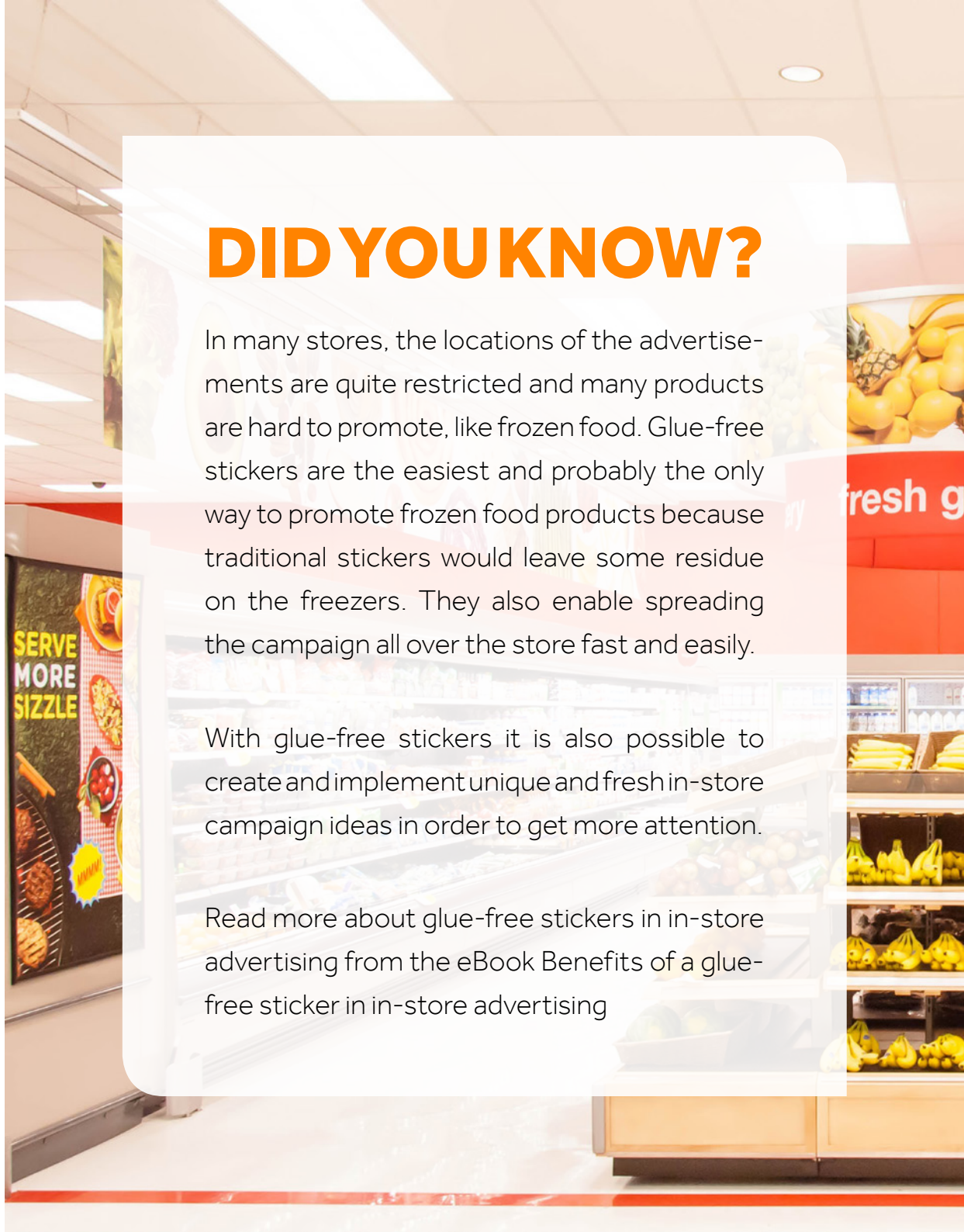
Too rarely used but very useful way to ensure the effectiveness of an in-store campaign is to pre-test it in one or a couple of stores. Piloting a campaign in one store helps brands to measure the effectiveness of the campaign and make some changes to it, if necessary, before launching it to the rest of the stores.

4. SELECT A SUITABLE LOCATION

After designing a killer campaign, it is time to decide, where to install it in order to grab as much attention as possible. Even the ultimate best solution doesn't sell if it is in the wrong place. Location of the in-store advertisement, as well as the product being promoted is crucial for the success of the campaign. The biggest advantages of in-store advertising compared to other media, like TV or radio, is the fact that advertising can be done close to the actual product. Also the journey to the actual point of purchase is shorter.

The closer you can have your message to the promoted product, the more effective your campaign will be.

It is well known that large increases in total shelf space (e.g. end-of-aisle displays) have strong effects on brand sales but what to do if the shelf space is limited? There are also many, often unused surfaces, like freezers and fresh foodcounters, which could benefit from well placed in-store advertising materials close to the product.



DID YOU KNOW?

In many stores, the locations of the advertisements are quite restricted and many products are hard to promote, like frozen food. Glue-free stickers are the easiest and probably the only way to promote frozen food products because traditional stickers would leave some residue on the freezers. They also enable spreading the campaign all over the store fast and easily.

With glue-free stickers it is also possible to create and implement unique and fresh in-store campaign ideas in order to get more attention.

Read more about glue-free stickers in in-store advertising from the eBook Benefits of a glue-free sticker in in-store advertising

5. ENGAGE THE RETAIL STAFF

In order to succeed, the in-store campaigns should be both, profitable and cost-effective. This requires good planning and consideration. Too often brands provide too much in-store advertising materials for the stores, so that half of the materials end up in the bin right away.

It is a fact, that if the in-store campaign is hard-to-install, it is not going to be installed properly. The costs of the in-store campaigns are also lower when no professional installation or cleaning afterwards is required.

There are many other more important things in the store that the staff has to handle than using a lot of time and effort installing one single campaign. Apart from that, brands should consider on how many stores they really want campaigns to be installed at.

DID YOU KNOW?

With glue-free stickers it is also possible to replace most of the traditional POS and POP materials, such as paper banners, magnets PVC -and traditional stickers. The costs are lower when there is a need for only one printing material, making the distribution of the POS and POP materials easier, as well.

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Engaging the retail staff on the targets of the in-store campaign is often challenging. Clear installation instructions with pictures can help a lot. Installation of the campaign should also be fast and as easy as possible. Moreover, for example sales competitions during the campaign work as a great motivation for the store staff as well.

LEARN FROM THE BEST

If a brand wants to make sure that the campaign really is properly presented in every single store, then hiring an in-store marketing specialist to do the job is one possibility. In-store advertising specialists also have the knowledge on what kind of campaigns actually work and what should be avoided.

6. MEASURABILITY AND CONSISTENCY

Most often, brands have multiple campaigns in multiple media running at the same time. Preferably, in-store marketing campaigns should contribute to the other campaigns in order to get the best results.

Multi-channel connectivity means that it is rather difficult to measure the impact of one single in-store advertising effort

It can be quite hard even for a consumer to say why she or he bought the product being promoted. Was it because of the TV-advertisement they saw last night or the small advertisement in the newspaper or on the Internet? Or because of the display they noticed at the end of the shelf? Or did they just pick the product because they needed it and it was available right away?

More than ever, consumers are using a variety of ways to interact with your business, both online and offline. This multi-channel connectivity means that it is rather difficult to measure the impact of one single in-store advertising effort.

The question is, where and how much retailers should spend their marketing money, and how effective those marketing efforts are in affecting customers' shopping experience and purchase behavior?

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Today, measuring online sales is easy. However, measuring offline (e.g. in-store) campaigns can be quite hard, especially if there is also other media involved. A traditional way is analyzing the ROI (Return on investment) on marketing activities per individual campaign or channel. Another way is measuring VPA (Value-Per-Action) at every point of the customer journey including offline, online and mobile channels.

In-store advertising should be part of the annual media strategy with all the other different media (online and offline) and not just ad-hoc. Also the distribution channel strategy must be made simultaneously with the advertising and packaging design, not at the end of the process. That is because in successful campaigns, the same message is delivered and received from outside of the store until the point of purchase.

HOW TO SUCCEED IN IN-STORE ADVERTISING?

1. ATTRACT ATTENTION

The potential of in-store advertising is enormous because most of the purchase decisions are made in the store. On the other hand, standing out from the crowd is quite difficult and most of the advertisements get completely missed out by the customers. Attract consumers attention by offering new and innovative stimuli that really stands out.

2. PLAN AND DESIGN

Take some time on planning and designing effective in-store campaigns. Well-designed and properly presented in-store campaign materials attract consumers attention and promotes the brand effectively.

3. CHOOSE THE RIGHT MATERIAL

The selection of in-store advertising materials is essential. Retailers can have their own restrictions on what kind of materials can be used where they can be installed in the store. In addition, the campaigns should be easy-to-install and remove by the store staff so that all the hard work and a cool design doesn't get wasted.

4. SELECT A SUITABLE LOCATION

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. There are also many often unused surfaces, like freezers and fresh food counters, that could benefit from well-placed and unique in-store advertising campaigns.

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5. ENGAGE THE STORE STAFF

In order to succeed, the in-store campaigns should be both, profitable and cost-effective. It is a fact, that if the in-store campaign is hard-to-install, it is not going to be installed properly. The costs of the in-store campaigns are also lower when no professional installation or cleaning afterwards is required. Engaging the store staff helps brands to get their in-store campaigns properly presented and to sell better.

6. MEASURABILITY AND CONSISTENCY

Most often, brands have multiple campaigns in multiple media running at the same time. Preferably, in-store marketing campaigns should contribute the other campaigns in order to get the best results. Measuring the results of in-store advertising can be challenging, however is essential in order to develop and improve the campaigns in the future.

WE BELIEVE THAT

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

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

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

If you like easy and effective in-store campaigns,
get in touch!

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WANT TO KNOW MORE?

Stafix Ltd. is a manufacturer of specialty printing materials used mainly in POS advertising. All our products are glue-free and easy to install.

The materials can also be removed without leaving any residue or cleaning afterwards. STAFIX® -materials are 100% recyclable and PVC-free.

CHECK OUT OUR OTHER MATERIALS THAT ARE AVAILABLE COMPLETELY FREE OF CHARGE!

FREE DOWNLOADS

REACHING NEW SURFACES BLOG

CHECK OUR FIRST EBOOK

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