

Centrestage

Keeping you up with the play in Central City

Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

March 29th 2009



CENTRAL CITY BUSINESS ASSOCIATION

Visual Merchandising

What is it visual merchandising?

Visual merchandising is a term used to describe everything you see and experience when you walk up to, into and through a retail environment. Usually we think of window displays when we hear visual merchandising, but displays are only a small part of what visual merchandising means to the store.

Visual merchandising plays a significant role in the following: window displays, facades, store location and design; colour schemes, floor coverings and fixtures, in-store displays; entrance, signage, logo, ticketing; atmosphere, smell, sound, staff demeanour, props, lighting, stock; store upkeep and cleanliness.

A well visually merchandised store will be worth its weight in gold as it will inspire, excite, educate and stimulate the customer resulting in healthy sales and ongoing patronage. Knowing your core business will help communicate your story and create a more sustainable business.

Dynamic Displays

The way you display your merchandise can have an impressive impact on your sales. In a study done by the National Retail Merchants' Association, one out of four sales occurred because of the way merchandise was displayed. Presenting merchandise in a way that customers look then buy is visual merchandising.



Paul Lonsdale
Central City Manager
Business Association

Five steps to effective displays

- **Attract attention**

You can attract attention to your display by effective use of colour, light and shape.

- **Arouse interest**

Your display should have an attention getter -- something that brings the customer over to look further. For example, if you are displaying a pasta machine, display it with pasta coming out of the machine, or with a variety of pasta shapes. Shoppers will stop to look to see how the machine works.

- **Create desire**

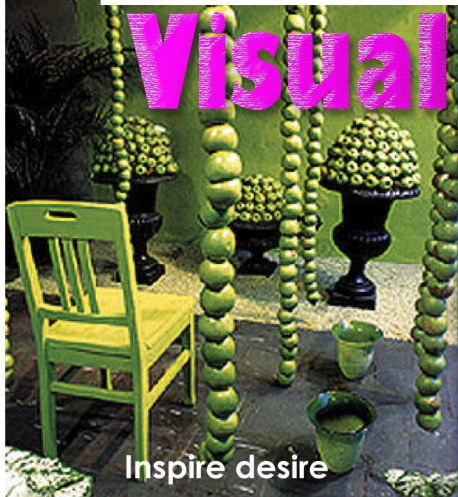
Your display should make customers want the product by showing it is what they need. It should demonstrate the qualities of the product; its use and benefits. Along with the pasta machine, you might show a checked tablecloth, a loaf of bread and a bottle of wine.

- **Win confidence**

Show customers how you can help them put it all together. Display related objects that tell customers you have more than just the pasta machine -- include an Italian cookbook, cooking equipment and table settings.

- **Motivate the purchase**

If the first four steps were done well, the customer should now walk in and buy the product.



Inspire desire



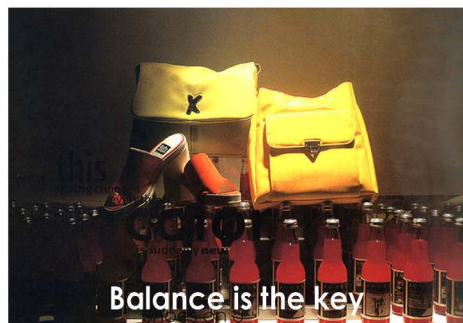
Lighting is important



Start from the street - 'Look at me' signage



Create an inviting entrance



Balance is the key



Appeal to the senses

"Collective fear creates herd instinct and tends to produce a ferocity toward those who are not regarded members of the herd"

Bertrand Russell

Some Invention Probabilities by 2050

Invisibility cloaks 85%, Vertical city farms 90%, Fully sensory internet 100%, 3D printers 100%, Programmable matter 80%, Injections to treat addictions 100%, Mobile phone implants 50%, Everlasting chewing gum 5%, GPS shoes 99%, Artificial eyes 99%, Body part farms 50%, Implantable sense of humour 0%, Video wallpaper 70%, Sleep hotels 100%, Just in time food shopping 100%, Powered exoskeletons 100%, Quiet paint 80%, Disposable cardboard phones 70%, Wireless recharging 100%, Self-repairing paint 100%, Single global currency 60%, Flying Cars 1%, Plastic bones 85%, Plastic bridges 75%, Face transplants 90%, Memory pills 25%, Artificial hearts 80%, Face recognition doors 100%, Plastic teeth 80%, Plastic planes 40%, Space Tourism 100%, Moon colony 70%, Space elevators 10%