

Make a difference with your point of purchase

Campaigns that use POP messages encourage shoppers to buy.

By David Burton.

Point of purchase, or POP, is the critical time at which the shopper drops a product into a trolley or basket. Or doesn't. The shopper might not even notice a particular product or be a regular purchaser of it. However, effective POP displays or messages can cut through clutter.

There are some 40,000 SKUs in a large supermarket, so why do some products thrive while others languish on the shelves?

It is all about the partnership between the brand owner and the many third-party services providers that cover sampling, special displays and themed promotions and includes creating the campaign and then providing activation in many cases.

Most of these providers belong to the Point of Purchase Advertising Industry (POPAI) association.

POPAI is thriving

POPAI is a global organisation, but there is an Australian and New Zealand (ANZ) POPAI association, which has developed into a strong industry body with a growing membership.

POPAI ANZ has recently modernised its constitution and is about to hold elections for directors. Current directors are stalwarts of the POP industry, either from the manufacturers' side or as providers from the many service companies that compete for business.

General Manager Lee McClymont told *Retail World* that POPAI has modernised its constitution to allow for more effective business operations.

"It's just a new era for POPAI," she said. "That said, we have a very strong and proud heritage in in-store activation and best practice in in-store activation. We absolutely carry that with us moving forward, but we're evolving on the understanding that the point of purchase is now everywhere.

"POPAI is moving along as the market is moving so, increasingly, we're seeing a blur in between the physical store environment and online, and how retailers and brands are connecting those touch points with shoppers and aiming for a seamless experience.

"Among our membership, point-of-purchase suppliers, creative agencies and brands are working together to create seamless experiences for brands at every touch point. So it's becoming all about customer journey mapping, and consistency of experience across the customer journey."

Retailers across the board are trialling concepts in a smaller number of stores before they're going en masse with an



(L to R): Thomas Choulet – Europe PLM Supply Chain Manager, BIC; Adriana Gorneanu – Delivery Project Manager, CIS; Celine Alaux – Europe Senior Packaging Engineer, BIC; Sam Purchase – Business Development Manager, CIS; France-May Martel – Europe Junior Purchasing Manager, BIC.



approach, and that makes sense.

"So, if you're in a large channel like grocery with several hundred stores for each of the retailers, their trialling concept is in flagship stores or by state, or selecting cluster stores based on geo-demographics to trial new concepts, and that makes sense."

BIC and CIS success in Paris

BIC and Creative Instore Solutions (CIS) recently took home gold at the 2015 France

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POPAI Marketing at Retail awards, being announced as winners in the Personal Accessories category with the Miss BIC lighter display.

The annual award winners were announced at a gala dinner on June 18 at Salle Wagram in Paris. Representatives of both CIS and BIC were present to receive the accolade in the form of a POPAI Indian.

Well-known lighter brand BIC originally tasked CIS with designing and manufacturing a permanent in-store display system that would capture the DNA of the Miss BIC brand. The resulting 'high heel' display unit with its small footprint and ready-to-use flexible configurations immediately engaged female shoppers, driving tobacco and convenience impulse lighter sales.

"Following the original design brief from BIC, focusing on shopper emotion and engagement, CIS succeeded in pushing the activation boundaries with a fashion-forward display," CIS Head of Creative Design Jeremy Davis said.

"The resulting award-winning display

overcame engineering challenges, allowing two- and three-tier configurations and still producing the iconic stiletto shape. The entire CIS team are exceptionally proud of this award-winning result.”

Consortium Centre has it all

According to Kathryn Jarvis, Head of e-Commerce at The Consortium Centre (TCC), the customer journey has changed massively over the past few years and now includes that they go into all facets from in-store into ‘showrooming’ and the actual point of sale to traditional advertising – still with TV, radio and outdoor.

“Added to this, you’ve also got the online digital, the availability of information, reviews, social media opinions and social media marketing, so the customers can now look anywhere and it’s now a consumer-owned experience,” she said.

TCC has developed expertise in competition fulfilment using web micro-sites, which is the promotions part of their business.

“We build everything right from the micro-site and manage that competition all the way through to the end of actually shipping out,” Ms Jarvis said. “Whatever that might be: from a gift card to a free kettle. So if our client chooses to have the competition on

the POS that we’re doing it for, then we can link straight back to the micro-site.”

As TCC’s e-commerce specialist, Ms Jarvis works with large FMCGs to help them evolve and enable their e-commerce strategy within Australia.

“So really going into their business and looking at how it’s run or, if they don’t have an e-commerce presence, [look at] what strategy they should put in,” she said.

The trend towards customisation

Frank Steele Displays Managing Director Anthony Steele told *Retail World* the trends in POP are a lot more targeted and a lot more category orientated.

“I think the quantities have reduced, but, in saying that – because of shopper marketing coming to the fore – you’re really pinpointing the shopper and the buying habits of the shopper, so you’re tailoring the displays to the shopper now rather than the consumer,” he said.

Mr Steele says 99 per cent of his company’s displays are custom made for a reason: for stock weight, footprint, and the graphic approach as well as structural. All of that goes towards targeting the shopper.

“I guess what we’re doing now is because I see a trend of innovation from the brands

and then getting that message out to the shopper – that’s where the retailers want to go,” he said.

“We can tailor some of our displays for that. I guess for us – and this is a very technical thing – the displays we’re looking at are a lot stronger these days because the retailer is commanding a lot more dollars for their real estate.”

Mr Steele believes a lot of brands are just trying to get as much product onto these displays to get an ROI, or at least break even.

“Where we’re going is, we’re probably building simpler displays, still having the aesthetics there, but having a strength component integrated into that, so that what the brands spend is going to stay there for a lot of time rather than falling down, and the merchandisers who put them up spend less time assembling them,” he said.

Mr Steele spent six years on the POPAI board as secretary and this year will mentor a board member. However, Frank Steele Displays was one of the few companies that put seed capital into POPAI to get the chapter going in Australia and New Zealand.

“So this company has been part of POPAI since this chapter formed in the 1980s,” he said. ♦