

# POP AWARDS

Text: Gemma Balmford

## In-store marketing success is fundamentally built on understanding, finds Retail Focus.

'If you embrace, influence and understand consumer passion, only then will you be on the correct path to deeper and more meaningful customer relationships,' said Ian Irving, strategy director at creative agency Breed in his presentation with Benefit Cosmetics at the POPAI shopper seminar in April. 'Understanding, influence and passion are the key to engagement and deeper relationships, which in turn (should) equal repeat business. Today's consumers are taking more and more control over their consumption and experience choices. Brands need to ensure that social and digital are fully integrated into their retail strategy.'

Tim Ellis, head of business development at Momentum Instore, which also took part in the spring seminar, believes that while a number of retailers are making the move to providing an omnichannel offering, the perceived barriers of achieving this have led to slow progress for some of the more traditional businesses. 'Customers are now looking for speed, simplicity and accuracy across all channels, and are increasingly walking away from companies that cannot offer this, putting those retailers at risk,' claims Ellis. 'Embracing and implementing omnichannel is a challenge for senior management staff. These key decision-makers need to understand that omnichannel does not equal online only: bricks-and-mortar stores remain hugely relevant when it comes to displaying products and profile building.'

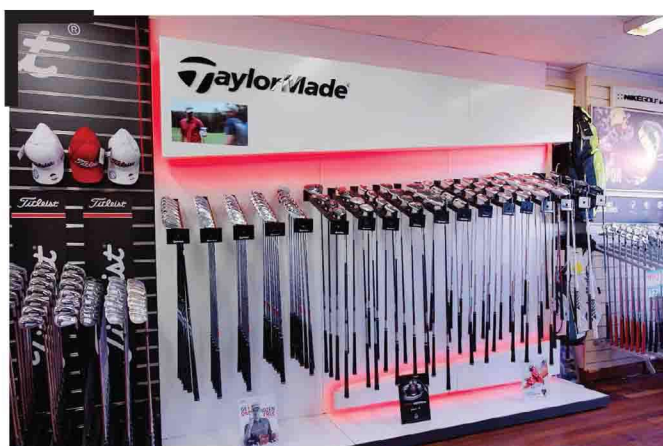
With consumers now influenced by a number of channels in the path to purchase, it is harder to affect a brand switch or product upgrade in the physical environment, believes Darren Jackson, retail solutions director at APS Group. 'POP needs to be part of a full omnichannel plan,' asserts Jackson. 'Consistency of creative and consistency of message is key to ensure brand recall. Your POP needs to stand out, be informative and engaging, but it also needs to be relevant to your customer.'

The starting point, says Simon Hathaway, global chief retail officer at

Cheil, is to understand that the point of purchase is now wherever your customer is. 'Today's shoppers expect retail to be everywhere. Instant and personal, and omnichannel retailers are starting to meet this need with multiple points of transaction. To win, you still have to have the right product at the right price, but you have to

make it very easy to buy.'

Point-of-purchase display designer and manufacturer Kesslers International recently commissioned independent research into consumers' 2016 shopping habits, which found that 83 per cent of participants feel it is important for all brands to have an in-store presence. 'This shows that despite



**Top:** arken P-O-P and Superdrug won the BEST Permanent Beauty & Cosmetics display award at the 2016 POPAI Global Awards.

**Middle:** Sainsbury's Beauty by Kesslers International.

**Left:** HRG created a 'stylish and disruptive' display for TaylorMade.



increased accessibility to e-commerce, it is in store where consumers want to experience brands,' says company director, Charles Kessler. The research further shows that the top five factors that enhance the consumer experience are: range and choice, getting a bargain, layout/ease of navigation, well displayed products and clear product information.

'Soap & Glory is a great example of a high street retailer who really understand their target market and create a meaningful brand experience, which consumers cannot get via any other channel other than in-store,' notes Kessler. 'Soap & Glory effectively activate each of the consumer's senses at the point of purchase.'

Not only does POP marketing need to complement, emphasise and 'sell' the product, it also needs to fit into its surrounding in-store environment. 'Retailers need to offer consumers more reasons to visit their store and often look to brands to enhance the shopper experience at POP,' observes Emma Dicks, communications director for shopper and retail marketing agency HRG. 'Over time this can create a mutual relationship where both parties benefit: the retailer now has a destination and the brand gets a competitive edge, standing out on the shop floor.'

'It sounds obvious but you really do have to get into the mind of the consumer, which is what we did when exploring options for golf club and accessories manufacturer, TaylorMade,' continues Dicks. 'Going through its existing customer journey, it seemed odd that the golf clubs wouldn't be at eye level, so we redesigned the display to accommodate this. We created a stylish and disruptive display, which really appeals to the modern golfer with its pleasing aesthetics, taking inspiration from technology stores with its clean and powerful approach.'

According to Dicks, the key to developing a successful POP display is understanding. Understanding the brand, the retail environment and its consumers, and what wants to be communicated. 'The display needs to work for all stakeholders to maximise impact, and it needs to be relevant to the target audience and resonate with them, be that through the shape, structure or artwork,' she says.

Phil Day, director at POPAI UK & Ireland, agrees that it is important for brands to invest the time to create in-store experiences that truly reflect their brand, their shoppers needs, and the specific challenges of shopping a particular category or product. In recent years, the adoption by many of copycat in-store solutions as well as strict guidelines

## Top tips

Charles Kessler, director at Kesslers International, has four tips for creating an effective point-of-purchase display.

- › Create a truly engaging experience. Understand it is in store where consumers want to engage with brands. Immerse the brand's values and make the display an extension of a brand's positioning.
- › Know your target market. Understand your key audience demographic and their aspirations. Only then can you design something that will effectively resonate and encourage brand loyalty.
- › Create brand consistency. As in-store marketers, we need to understand the full customer journey and ensure all touch-points represent a consistent brand image. Online and in-store are not in competition. They need to work together to create a consistent and engaging brand proposition.
- › Stand out. Customers may go to a shop with the intention to buy deodorant but it is only once they are in-store where they will make that final brand selection. This is where POP displays need to stand out and demand consumer's attention to secure the sale.

in retailer-owned environments have diminished the point-of-difference in store. 'Retailers and brands are constantly innovating with shopper technology and cardboard alike to create engaging retail experiences, but too much emphasis on adhering to guidelines can sometimes result in displays blending into the background of the store environment, rather than delivering the impact and standout that is so often required to turn browsers

into shoppers,' says Day. 'You only have to look at how the big four within grocery have struggled to (re)identify themselves recently. Often it is a case of: one moves, the others follow. But ultimately, this leaves everyone appearing the same, when what's needed is the conviction to be bold and be brave to create engaging retail experiences that bring the true values of a brand to life, in a way that's compelling and consistently delivered in-store.' **Rf**



**Above:** Momentum Instore installed new National Lottery POS items in 37,026 stores across the UK.

**Right:** CJ Retail Solutions recently helped Boots complete its largest UK installation project to date.

