

Golden Tickets

5 display strategies that bring home the gold

By Madeline Baumgartner

Successful marketing-at-retail displays boost brand sales for a reason:

They attract attention and engage the shopper. Whether clever, funny, educational, inspiring, or problem-solving, they rely on good design, fabrication, and execution to do their job.

Among the best of the best in-store displays today, five strategies are winning awards while boosting sales. These trends are evident from an analysis of displays winning Gold awards in this year's Outstanding Merchandising Achievement (OMA) Awards. A recognized symbol of in-store display excellence for more than 50 years, the awards recognize entries with the highest scores in design, innovation, interactivity, and the proven ability to lift sales. Here are five strategies represented by 10 of this year's Gold winners.

1

Experiential Environments

Displays can make it easy for shoppers to create their own experience. Features that encourage shoppers to try out product can increase dwell time, encourage multiple impulse purchases, and create memorable brand experiences that keep customers coming back for more.



This new gondola upgrades Sephora's 2008 model. Array delivered a unit that improves the shopper experience through better navigation and shopability. The two-sided, 9-ft. fixture offers the capacity to drive 2016 growth. A steel frame structure finished in durable satin black powdercoating, it features LED light strip panels that make product stand out. Testers and marketing messaging are easy to see, inspiring shoppers to try new colors and products.



Photo: Peter Lyons

2

Digital Shopper Engagement

Today's displays can engage shoppers with as much interactive activity as sales associates can—and without needing coffee breaks. Technology enables always-on displays that aid decision-making by explaining product features and benefits for everything from big-ticket items to smart wearables.



Aisle/Category/Department Redesign – Permanent, Samsung Open House, by Rapid Displays

This display for Samsung Electronics America includes an interactive display to bring the kitchen appliance shopping experience full circle. Building upon its success with its prior two shop-in-shop concepts, Samsung launched new ones to showcase its latest home appliances. The category grew by 20.7%, accelerating from an 8% growth in the same period a year ago as a direct result of the store-within-a-store concept.



Clothing, Accessories and Footwear – Permanent, Pebble BBY 4-ft. Display by Rapid Displays

This clean, approachable display allows customers to engage with powered product without the mess of traditional wired smart-watch displays. Pebble has experienced a significant lift in both awareness and actual sales since the display was installed.



Toys – Permanent, Thomas & Percy Photo Ops for Mattel, by Grenker & Ovation In-Store

This interactive display for Mattel emulates the brand promise of friendship while building memorable experiences. Flashing buttons beckon little shoppers to play. Incremental merchandise space keeps product handy for purchase. Percy's and Thomas's smiling faces provide a final photo opp to create a lasting brand experience. Customers become advocates as parents learn more about Thomas, retailers increase traffic and sales, and kids have fun.

3

Reclaimed and Repurposed Materials

As consumers gravitate toward brands that demonstrate corporate responsibility, the use of materials such as reclaimed wood and salvaged items can subtly reinforce brand values about responsible sourcing and production. They resonate with shoppers while making displays more sustainable.

Brown-Forman, whose Jack Daniel Distillery achieved a zero-waste goal with strategies such as upcycling byproducts of the distilling process, allowed Bish Creative Display to develop this display from used whiskey barrels. While the company's American white oak barrels are only used once in the distilling process, used barrels are sold to other distilleries or otherwise repurposed. Bish integrated the barrels into an iconic holiday selling device that attracted attention while referencing the sustainable production. The results were incredibly favorable to the brand and the retailer.



*Temporary Display of the Year:
Jack Daniel's Holiday Stave Tree for
Image Seller, by Bish Creative Display*



Ryan Scott was tasked to create a display that fit seamlessly within the retailer's store environment and merchandise a large range of the product line of Burt's Bees, a brand known for its responsible sourcing. Repurposed and reclaimed pallet boards were the inspiration and main construction. Virgin material was used for structural support. Chalkboards provided an organic/interactive branding. Sales soared with the help of the new display.

*Hair Care & Skin Care – Permanent,
Burt's Bees Single-Sided Pallet
Floor Display, by Ryan Scott*

4

High-end, High-Quality Metal Fabrication

Durable and strong, metal can be shaped easily and accommodate a variety of finishes. Small wonder that designers are making the most of metal in creative, flexible displays.



Mass Merchandise –
Permanent, Keurig Kold
modular display system,
by Design Phase



This contemporary display helps differentiate Keurig's new Kold beverages and brewers from the Keurig Hot brand. All retailers were thrilled with the displays, which sparked consumer curiosity. Keurig exceeded its sales goals and is rerunning the displays this year.

Krispy Kreme Doughnuts tasked Imageworks to design a display that is durable, modern, flexible, moveable, and branded. Expandable shelves can be angled to meet differing in-store needs. The increased visibility and holding power, reduced height, and look of fullness helped increase sales and market share.

*Food – Permanent,
Krispy Kreme CPG Transformer
Display, by Imageworks
Display & Marketing*



5 High-end Printing and Sculpting in Temporary Displays

Sometimes an out-of-the-box idea can be as simple as, well, an atypical shape. Cutting-edge processes allow for eye-catching sculptural detail even in temporary displays.

Designed to attract the fast-casual Millennial crowd, this display by Rapid Displays communicates the fresh, healthy ingredients in Wendy's latest salad offerings. These leafy dishes and the visual merchandising created around the new salad line offerings helped boost same store sales by 3.3%.



Specialty Retailers and Services – Temporary, Core Salad 3D Bragger Shroud, by Rapid Displays



Soft Drinks – Temporary, Dr Pepper Football Caseman and Cheerleader set, by Rapid Displays

This display for Dr Pepper Snapple activates college football enthusiasts in-store by tapping into their sponsorship of ACC College Football. The vibrant figures by Rapid Displays evoke high energy and enthusiasm. The brand reported solid top-line and bottom-line results during the quarter the promotion ran.

For more examples of these and other winning strategies, see all of the winners at shopassociation.org/oma-awards-annual. Let them inspire you to create award-winning, sales-boosting displays.

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