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Delivering Sales Messaging Where Shoppers Want It

Industry studies show that in-store advertising dollars are increasing at a rate of almost \$1 billion per year – and for good reason. While the cost of in-store advertising compares favorably to print and radio ads, in-store delivers three to four times the sales “lift” when advertising is part of the program.

Meanwhile, industry observers note that almost half the time retailers fail to install the displays and other point-of-purchase (POP) devices that CPGs provide. One reason may be that retailers have become committed to reducing the clutter of competing in-store displays to offer a relaxed and enjoyable shopping experience and to maintain the focus and consistency of their overall store brand.

How, then, does a CPG work with a retailer to create an integrated marketing initiative that reinforces the product brand while staying within the retailer’s parameters?

CPGs, like retailers, must take into account that all sales begin with the increasingly harried customer who is already overwhelmed with promotional messages. Eye-scan studies allow only three to five seconds to capture shoppers’ attention. So, that time should be spent supplying

information shoppers value and will use in making a purchase decision.

Evolving trends over the last decade have been clear: To reach today’s consumers effectively, promotional communications require information that’s relevant and



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timely. Reducing shopper confusion and speaking directly to customer preferences can be as straightforward as simple placards, color-coded shelf strips, and vertical or horizontal banners that reduce shopper “noise” and simplify decision making.

Shelf-edge tags deliver full-color

graphics and SKU-specific messages at the point of sale, increasing visibility and sales.

They can be coordinated with the retailer’s weekly sales circular, store signage, and window banners to present a consistent sales message. Tags allow a retailer to tie the CPG brand neatly under its own brand while keeping the promotion focused and cohesive.

From traditional television and cable ads to online banners, newspaper ads and radio spots, consumers are inundated by media advertising. Consequently, they pick and choose what they want to see. However, effective and educational visual POP displays tied to your brand pack a punch when it comes to grabbing attention. Today’s consumers seek information about products and services of interest, especially when they are poised to make a buying decision. Providing this information when it’s needed is a win-win for all involved.

Consumers win by receiving the information they want. CPGs and retailers win with increased sales.

Tim McKenzie is President and COO of Vestcom International, a provider of shelf-edge communications and specialized marketing services. For more information go to www.vestcom.com