

## **Attractive Displays attract Customers**

**By Graham Croston Contact [GJ Plastics Ltd](#)**

Research shows that around a staggering 65% of buying decisions are made in store. While there are many aspects involved in marketing your products and gaining customers loyalty, an increasingly important decision is how you create a successful visual presentation on the point of sale display stand. Some of the things you should consider are, does your merchandise display interest and attract the customer? Or does it look confusing and overwhelming? Is the display boring and unremarkable? Is the display right for your company's product/brand/image? Or does it look out of place and show your products/literature in a bad light?

Here are some top tips designed to help you create displays that will get the customers' attention and maximise your sales:

### **The Importance of having a focal point**

If your display is bland and boring or if it overwhelms it may have the same problem - a lack of focal point. Where does the you Customer look when viewing the display? Are they attracted to one main feature?

Don't leave to chance where the customers view point may be, Plan for how you would like the customer to react when they see the display. Choose the product or products that you wish to be the main focal point, place any Products that may compliment the items in main focal point should be placed in close proximity to encourage multiple sales.

### **Design.**

Don't just put your products together any old way Plan your design why not draw a quick layout to help you visualise the plan of your design. Once you have determined your design allow plenty of time to have your displays manufactured.

### **Balance.**

Does balance matter? Strong displays have good visual balance. We all respond emotionally to good visual stimuli. Creating a display is about creating a mood and a desire within the consumer. A lack of balance creates an impression of instability and anxiousness. The consumer may not even aware of the feeling, he or she simply searches out an environment or merchandise presentation that gives them a positive feeling and creates an appealing mood.

### **Keeping things simple.**

Don't try to put too much into a display. The aim is to attract attention to the product or literature you are promoting let the display enhance the product. for example, often simple rows are the best way to show the merchandise. Too often displays can be seen where every row or shelf has a different arrangement.

The aim of the display is to make it as easy as attractive as possible for the customer to see what they are looking for and allow them to make sense of your product/literature easily.

## **Use proper lighting**

Lighting is overlooked far too often. When budgeting for [shop/exhibition displays](#) and merchandising, lighting is not an 'extra'. Lighting your displays properly can enhance the display and even make the difference between displays that people ignore or find uninspiring, or displays that excite them and makes them stop and look.

Lighting should be adjusted every time you change your display to avoid unattractive shadows. Lighting can be purchased at reasonable cost and greatly enhance you displays.

## **Take a step back.**

After you have completed your display, take a step back and look at it. Very few people will view it standing directly in front of it. Most displays are approached from a side and seen from an angle.

You should look at your display from all possible angles and try to view it as a customer would. Ask yourself is your focal point still placed appropriately? Do you need to angle the display to give the customers the best view? Is the signage such as Banner stands or Logo's visible and readable? It is important that the display still appears balanced?

Look at the flow from the direction which most customers approach the display. Ensure that the best view of the display is the one that most of the customers will see.

## **See how others do it**

This may sound obvious to many people, but is worth mentioning. Look around at other products and companies. How do they display their products/literature? Is it counter top, floor standing or wall mounted? Why do they display it in that way? Would it work for your product/literature?

## **Why not Recycle or donate wherever possible!**

Too many unwanted displays are simply thrown away when they could be donated to charities or recycled into new ones. Please help promote recycling of displays.

Article by Graham Croston who may be contacted through <http://www.gjplastics.co.uk>

The following web site may prove helpful sources for purchasing display equipment  
<http://www.gjplastics.co.uk>