Overcoming point-of-purchase display waste

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OVERCOMING POINT-OF-PURCHASE DISPLAY WASTE

By

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B.A., University of Montana, 1967

Presented in partial fulfillment of the requirements for the degree of Master of Business Administration

UNIVERSITY OF MONTANA

1968

Approved by:

Glenn R. Board
Chairman, Board of Examiners

Date

July 25, 1968
ACKNOWLEDGMENT

I wish to gratefully thank my wife, Susan, for her typing and her abiding patience during a sometimes long year of graduate study.
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A prospective customer, who may have heard about a product through a magazine or newspaper ad, or by hearing a commercial on radio or television, may have decided that the product is something which should be added to the pantry shelf or included in the household inventory. The activating force, which in many cases closes the sale, is point-of-purchase advertising.

Point-of-purchase material includes the signs and displays that are placed in retail outlets to call the consumer's attention to a product or a special offer. In the current marketplace these signs and displays may be animated, illuminated, or both. They may be simple cloth banners or cards. They may be displays made from injection-molded plastic, metals, wood, paper, or simple decals and corrugated boxes. Regardless of their shape or substance, each display can serve as a traffic-stopper, traffic-builder, an advertising message-bearer, or an actual sales-maker in food stores and supermarkets; package stores and taverns; drug stores; department, appliance, and hardware stores; variety stores; and service stations.

Officials of the Point-of-Purchase Advertising Institute (POPAI) estimated that expenditures for point-of-purchase materials exceeded $600 million in 1965. This contrasts markedly with the 1955 estimate of just a little more than
half that amount. Jack Michert, president of POPAI, expects that by 1970, point-of-purchase materials of all kinds, from the most elaborate, lighted, motorized sign to the humblest paper or cardboard display card, will account for more than one billion dollars of the total United States advertising budget.¹ This kind of growth, however, has intensified the problem of getting the retailer to use these point-of-purchase displays, so that the displays can serve the purpose for which they were designed.

It has been shown that up to fifty per cent of the point-of-purchase display materials manufactured are never put into use in retail stores. Managers, who receive between four and eight displays a week for use in their stores, complain that displays are often too big, poorly designed, not very original, and therefore, not as effective as they should be in tempting the consumer to buy.² Gerhard Lang, vice-president of Haugan Advertising, Incorporated, said that in 1959, losses due to retailers not using the displays sent to them exceeded $1,000,000 a week. The problem can be further exemplified through the case in which the president of a major advertising firm ordered an inventory of the display material produced during a one year period and rejected by the retailers. It was learned that the value

¹"Greater Importance For Displays," Printers' Ink, CXXCII (February 25, 1966), 53.

of the point-of-purchase material, most of it now of little use to the company, exceeded $500,000. \(^3\) Business Week magazine stated that "the number one problem of the advertising display manufacturer is getting the retailer to use the displays."\(^4\) Printers' Ink,\(^5\) Sales Management,\(^6\) and Publishers' Weekly\(^7\) have all stressed the problem of display waste.

First Steps in Reducing Waste

If a point-of-purchase advertising display program is to succeed, it must be planned first with the retailer in mind. No one intercepts other forms of advertising before they reach the consumer, but the retailer can and does intercept point-of-purchase advertising. It is necessary then, to consult with the retailers when the display ideas are still in the planning stage. The advertising display designer should find out what type of display the retailer is looking for, what the retailer's attitude is toward certain displays, and which display would be most suitable for the product and the store.

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4"Coaxing the Customer into a Spending Mood," Business Week (April 26, 1958), 68.

5"Greater Importance For Displays," p. 56.

6"How to Get Retailers to Use P-O-P Displays," Sales Management, LXXXIV (March 4, 1960), 93.

Since the retailer has many displays available to him he is in a position to be quite selective about which displays he will use. Therefore, the display designer should know what the display's general characteristics are for satisfying a retailer. Many surveys have been made to find out what the retailer wants in a display. In general, the characteristics demanded in a display are sales stimulant, high product profit potential (through volume or a high markup), effective advertising support, related-item sales possibility, display allowance, quality appearance, appropriate size, and ease of assembly. In order to give the retailer what he wants, it would be necessary for those people who are designing the displays to be acquainted with the problems of merchandising and marketing. It should be kept in mind that there is always a display available from another advertiser to replace an ineffective unit.

One suggestion for assuring the success of a display is to pre-test it before delivering it to the retailer. This, however, would be expensive in respect to the money put into the art work, tooling, and other make-ready costs involved in preparing a display. Therefore, the pre-testing should be done only in connection with the introduction of a new product or the development of a new merchandising approach. The purpose of this pre-testing would be to determine the willingness of retailers to use the displays,

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the practicality of display designs, the physical life of displays, the ease of setting them up, and the methods of packing them for shipment to retailers. Note that all these objectives are oriented to the retailer to assure acceptance and thus eliminate the possibility of the display not being used.

A factor which has to be taken into consideration by the display designer before approaching the retailer is the tremendous variation in selling that takes place in individual retail stores. Advertising displays have to be created to fit the type of store that will use them. For example, a giant, life-size floor display would not be appropriate for a "mom and pop" grocery store, whereas, it may very well fit into a large self-service food store. Thus, the size of the display is very important, because if the advertising display is not appropriate for the store, the owner or manager may never use the display.

It should be noted by the advertising display designer that many stores are not able to use point-of-sale material no matter how attractive it may be. "Department stores use their own display materials almost exclusively, and will ordinarily refuse to put up any materials which have not been manufactured to harmonize with the store's furnishings." Posters designed for this important segment of the market, therefore, represent a total loss unless they are created

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in accordance with the store's layout. It is necessary then for the display designer to know what type of display best suits the various stores that will use it, so as to reduce the possibility of its not being used at all. He can accomplish this by referring to charts which have been designed for such a situation. Exhibit I on pages seven and eight is such a chart.

Approaching the Retailer

When the firm that had the point-of-purchase material made brings or sends the display material to the retailer, the decision has to be made by the retailer to accept or reject the display. If the display designer doesn't want the retailer to throw away his point-of-purchase display, he must be able to convince the retailer that the display is right for his store. The best way to convince the retailer that the display is appropriate for him is to demonstrate to him how his sales will increase with the use of the display material. If sales information pertaining to the particular display that the advertising designer brought to the store is available, it will be most convincing if it shows a sales increase due to the display. Exhibit II on page nine would be the type of information that could be used to convince the retailer that displays, such as the one that is being offered him by the vendor firm, will help him increase his sales.

Along with demonstrating how the display can increase
## EXHIBIT I
A SURVEY OF POINT-OF-SALE MATERIAL

<table>
<thead>
<tr>
<th>Type of Store</th>
<th>Characteristics</th>
<th>Display Preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Stores</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery</td>
<td>Small stores are crowded with merchandise. Stacks of goods on the floor and counters.</td>
<td>Hanging signs, counter baskets, shelf strips, price tickets, cloth banners (on fruits and vegetables). Important that signs have room for price.</td>
</tr>
<tr>
<td>Delicatessen</td>
<td>Self-service stores feature masses of goods stacked on the floor and in bins.</td>
<td>Mostly interested in displays that can be used directly with the merchandise itself. Managers wish space on display to insert own price. Emphasis on nature of product and on package. Cardboard floor dispensers. Displays holding recipes and contest forms. Cards for end and floor display, and for shopping carriages. Wall posters for produce department. Window banners.</td>
</tr>
<tr>
<td>Vegetable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Drug Stores</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent</td>
<td>Enormous number of individual items carried—average store handles over 5,000 items. Cannot depend on any one product to make much profit. Owner usually professional man.</td>
<td>Window displays, preferably suggesting other products, or else adding to the professional tone. Counter merchandisers that prevent pilfering of small items. Anything that doesn't take up much room.</td>
</tr>
<tr>
<td>Chain</td>
<td>Same as for independent except store is often designed with special display plan in mind. Displays must meet those requirements.</td>
<td>Not so receptive to window display materials on one item alone, unless it suggests other products or takes up little space. Different chains have different policies about what they will accept. May prefer single panels for window sections.</td>
</tr>
</tbody>
</table>
### EXHIBIT I -- Continued

<table>
<thead>
<tr>
<th>Electric appliance, hardware, household accessory stores</th>
<th>Larger unit of sale than drug stores or food markets. Usually more modernized store.</th>
<th>Want displays they can show in connection with merchandise, featuring its advantages. Welcome dispensers for small products. Will accept bigger displays than drug stores, if attractive, to serve as background. Use more signs and other permanent pieces for identification.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department stores</td>
<td>Depend on own display managers. High-class fixtures and exacting standards for display of any kind.</td>
<td>Glass name signs; wooden or metal counter plaques. Smaller department stores will use more advertisers' counter display material than large stores.</td>
</tr>
<tr>
<td>Gas stations</td>
<td>Outdoor business. Many customers never leave their car to walk around. Poster value of displays is important.</td>
<td>Cloth banners; metal stands; waterproof cutouts to fasten to posts.</td>
</tr>
</tbody>
</table>

---

## EXHIBIT II

### COMPARISON OF SALES

**Normal Sales vs. Use of Displays**

<table>
<thead>
<tr>
<th>Display Sales</th>
<th>Normal Sales</th>
<th>% Increase</th>
<th>Display Sales</th>
<th>Normal Sales</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee, Tea</td>
<td>4,904</td>
<td>879</td>
<td>458%</td>
<td>4,303</td>
<td>891</td>
</tr>
<tr>
<td>Cocoa</td>
<td>13,112</td>
<td>2,226</td>
<td>489</td>
<td>4,677</td>
<td>781</td>
</tr>
<tr>
<td>Crackers &amp; Cookies</td>
<td>5,466</td>
<td>301</td>
<td>1,716</td>
<td>576</td>
<td>41</td>
</tr>
<tr>
<td>Desserts</td>
<td>3,761</td>
<td>288</td>
<td>1,206</td>
<td>1,219</td>
<td>173</td>
</tr>
<tr>
<td>Jams, Jellies Spreads</td>
<td>4,937</td>
<td>1,064</td>
<td>364</td>
<td>1,426</td>
<td>345</td>
</tr>
<tr>
<td>Paper Products</td>
<td>16,026</td>
<td>944</td>
<td>1,598</td>
<td>1,914</td>
<td>177</td>
</tr>
<tr>
<td>Salad Dressing, Mayonnaise</td>
<td>1,919</td>
<td>379</td>
<td>406</td>
<td>866</td>
<td>168</td>
</tr>
<tr>
<td><strong>ALL DISPLYS</strong> (WITHOUT PRICE CHANGES)</td>
<td>57,587</td>
<td>10,052</td>
<td>473%</td>
<td>$18,832</td>
<td>$3,581</td>
</tr>
</tbody>
</table>

---

sales, it is also necessary to explain to the retailer the functions and purposes of the particular point-of-purchase advertising display. Some of the functions or objectives of the display could be to integrate the point-of-purchase advertising with regional or national advertising, to attract consumer attention in the store, or to use it for brand promotion and identification. Integrating the advertising means that the product's national or regional advertising is linked with that of the local retail outlet.

A good example of tying national advertising into the retail outlet was done by the United States Plywood Corporation when they integrated their national magazine advertising with counter reprints. The first thing U. S. Plywood Corporation did was to prepare a full-page, full-color advertisement for home magazines. Then, before the advertisement was published, the corporation sent out counter card reprints to the various retail outlets. In addition, the advertisement and its purposes were described in a bulletin that was sent to dealers throughout the country. Also, the advertiser supplied the dealers with a newspaper mat in order to tie the national campaign with the local newspapers.\(^\text{12}\)

The chief point for the display supplier to remember

is to follow through with the national advertising. National advertising will not be as effective if the retailer does not bring the message home to his own customers. When preparing the display, the advertising designer has to remember that the local retailers' advertisements must carry the same theme that is used in the national advertising if they want to have a successful tie-in. The purpose, therefore, of this tie-in advertising is to remind the consumer at the point of sale of an advertisement that he or she might have seen on television or in a magazine, and thus create sales.

To show the retailer that point-of-purchase advertising displays, supported by national advertising, can increase sales, the following example can be cited. The Lamp Department of the General Electric Company conducted several sales tests on the value of linking national advertising with displays in the dealer's window and at his lamp counter. Eighteen dealers increased their sales of General Electric lamps by thirty-one per cent by doing one thing. They added a current magazine advertisement to their lamp display racks. Ten other dealers went a step further and displayed the lamps in the store window, and thus increased their sales by forty-seven per cent.13

Retailers want displays that promote their products

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and at the same time circulate customers through the store. Regardless of a store's layout, some aisles will attract only low traffic volume unless there is something about them to entice customers. For this reason the retailer should be reminded that "a good point-of-purchase display serves to lure the shopper down a low-traffic aisle."14 By placing point-of-purchase advertisements at the beginning and end of an aisle, customers will be induced to go down the aisle. Also, with the use of point-of-purchase advertising one can control the store traffic to items that the store is featuring. The display supplier should show the retailer how the arrangement of the store and displays would allow the customer to move about freely and expose him to displays of related merchandise. By placing point-of-purchase advertisements around the store one directs traffic, and through this traffic pattern a customer has to pass by more goods. With the customer passing these goods and impulse buying playing its part, there is a tendency to pick up merchandise, put it into the cart, and thus increase the sales of the store.

It should also be brought to the retailer's attention that the designer's point-of-purchase advertising display could help to develop customer's loyalty to a particular brand. "If advertising is instrumental in introducing the

brand to buyers who later develop some degree of loyalty to it, a carry-over effect is initiated. Each repeat purchase of the brand by these buyers may be considered to be the result of earlier advertising. Sales of the brand in period 'n + j' will be higher as a result of advertising in period 'n' than they would have been in the absence of such advertising. The point-of-purchase advertising material, if designed properly, could influence a customer to try a product. If the retailer understands this, he will be more willing to use the display and not discard it.

**Timing of Advertising**

An important step in assuring that waste does not occur is making sure that the advertising display programs are properly scheduled. The amount of time required for each step in a point-of-purchase advertising program should vary according to the size and nature of the campaign. A simple display program for a local or regional product would certainly demand fewer weeks of planning and coordinating than a nationwide program that would tie in with other media. The Association of National Advertisers conducted a survey in which they asked advertisers about their time schedules in planning, creating, and distributing their point-of-purchase material. In this study it was found that the larger companies tended to program further in advance than

the smaller organizations. Similarly, the planning, designing, testing, producing, and distribution of those companies with relatively heavy display expenditures tended to be done farther in advance than the other companies. The median times given by the advertisers were: planned twenty-four weeks in advance, designed eighteen weeks in advance, tested fifteen weeks ahead, produced ten weeks in advance, and distributed four weeks before the breaking date.\textsuperscript{16}

Time-planning schedules should be arranged by the display producer in order to obtain the cooperation of retailers, salesmen, and distributors and thus, eliminate or reduce waste. Before initial plans have been completed and before units are in production, it would be wise to make a check on the details that could spell success or failure for the campaign. Such a check list can be found in the conclusion of this paper.

When planning a display, the firm providing the point-of-purchase material has to consider what season or month it will be used in order to prepare the appropriate display for that part of the year. Material sent to a retailer out of season would most likely end up as waste. Therefore, one would want to prepare cough drop displays in the summer, sun-tan lotion displays in the winter, and watch displays before graduation time and before Christmas so as to have

\textsuperscript{16}Association of National Advertisers and Point of Purchase Advertising Institute, \textit{Advertising at the Point of Purchase}, p. 69.
them ready for the coming seasons. The display advertisement should be delivered shortly ahead of the consumer buying season, when people might first begin thinking of buying such products. Delivery of advertising displays for goods that are quite uniform throughout the year, such as toothpaste, should not be maintained steadily, but concentrated in a few months, thus permitting more impressive advertising during a single period of time.

Preparation of the Display

When preparing a display, the advertising designer has to consider what the purpose of the display is to be. In preparing a display to meet the requirements of the retailer, the display designer is in essence preparing a display to help the consumer. The first thing the display should do is help the customer to locate the merchandise for which he is looking. After the customer finds the merchandise, the display should help him make a selection. From the customer's point of view, the important thing about the display is what it permits or helps him to do. Displays should be constructed so that the customer feels free to pick up the merchandise and look it over. A man who wants to buy a hat has a big job ahead of him if he must make a choice from shelves and shelves of hats. On the other hand, if two styles are shown on a display in front of the shelves, it may help him to center his interest. If the retailer realizes this advantage, he will be more
inclined to use a display for this purpose.

After the display helps the customer find the merchandise and begin selection, it should be designed to help him decide to buy. A display sign, "CHAIRS," will not give a customer a good reason for buying the merchandise, but if the sign carries a selling message including the price, material, quality, colors, and any other special features, sales should increase. Advertised goods draw the customers into the store where their attention is again directed to the advertised goods by displays. Retailers should take advantage of these drawing cards by showing related articles on nearby shelves. For example, if the store is advertising a special on potato chips, the various chip dips should be placed on a shelf next to the special.

It should be pointed out to the retailer by the display supplier that goods of the same type but of different price ranges should be on adjacent shelves and advertised by separate displays. Customers may be drawn by the advertisement for the lower-priced good, but when they see the merchandise, they may prefer to pay a little more for the next highest quality or for a little different style. This idea should not be overdone by advertising a very small stock of low-priced goods, hoping to trap customers into buying the higher-priced line once they come to the store and find the stock of low-priced goods inadequate.

By indicating these various conditions to the retailer, the display supplier is presenting himself as a reliable
consultant. With reliable help from the display supplier, the retailer will gain confidence in the advertiser and in the displays which he designs. With confidence in the displays, the retailer will be more inclined to use those supplied to him rather than leaving them in the back room as waste.

One of the primary causes of waste is that the display designer does not know exactly what type of display is needed by the retailer. Displays can be broken down into four specific types: counter, floor, wall, and ceiling displays. Whether such displays remind the customer of his need for the product, remind him of his desire to purchase the product as stimulated previously by advertising, or even create a desire for the product at the moment it is seen, the point-of-purchase display reaches the customer when he is in a position to make the purchase. Moreover, the displays should be constructed so as to help prevent brand substitutions. This can be done by showing the product or carrying prominent illustrations of the package so that the customer can easily compare the product with other items offered.

Counters are usually regarded as the most valuable location for displays, because customers who do their shopping in the counter areas are likely to be receptive to any sales suggestions. Locations near the cash register and the wrapping counter are particularly choice. Not only is store traffic at these points heavy, but the moments spent
in waiting for change, receipts, or packages give people time to read the displays and act upon the advertiser's message. Counter displays should be designed to provide clerks with an opportunity for suggesting or talking about the displayed product with the customers. Therefore, displays that consider the dealer's desire to have sales help are more likely to be installed and used by the dealer than displays that merely advertise for the benefit of the product's manufacturer.

Counter displays should be designed for a minimum of space. Dealers regard counter space as valuable and prefer to display as many varied items as possible. Hence, retailers do not favor bulky, oversized merchandising aids, particularly if the product happens to be a slow seller. Nor do they like unyielding displays that may easily topple over or keep light from behind the counter. Of course, displays should be eye-compelling and easy to keep clean. Sometimes a dealer will accept displays simply because they make a "nice showing" in his store.

There are two classes of floor displays that can be constructed by the display designer: the stock display designed to hold an inventory of small units for sale, and the advertising display designed to carry a message about a product. Stock displays are suitable only for certain

18 Ibid.
products, although they are frequently used to bring "back-of-the-store" items out in front of the customers. Floor displays may be employed to highlight the advertiser's product, to provide a setting for it, or to tell of its features and selling points. Because of their size, floor displays should be easy to install, stable, and durable so the retailer will want to make use of them.

When preparing a display, the advertiser has to consider for whom it is being designed. Different retailers prefer different types of displays, and will probably not hesitate to discard those types of displays not suited to them. Among the most popular and effective floor displays used by food retailers are dump bins or gondolas positioned at the ends of aisles. No matter what is dumped, sales are usually from four to six times greater than for the same product stacked on shelves. Displays with everything in a neat and orderly fashion attract attention, but only to the form of the display itself. When a customer sees such a uniform display he hesitates to remove a package for fear of destroying the display's neat appearance. Irregular stacks or piles of packages influence the buyer's impulse to handle the merchandise, so that he involuntarily reaches for the product.

Whenever possible, one of the packages within a display

19Hepner, Effective Advertising, p. 416.
should be opened. Customers like to see the actual product, especially if it is a new one. Sealed packages suggest secrecy and imply that there is something to hide from the consumer. When the product is such that it prevents the showing of an open package, the display should be constructed so that it includes a good reproduction and accurate description of the contents of the package.

The advertiser may choose to design a wall display when suitable. Where used with a product itself, the wall display should be designed to provide an effective background setting for the product, carrying at the same time a direct or an implied sales appeal. The permanent wall display should be constructed as a banner or plaque identifying the store as an outlet for a particular product. The display should also be constructed so as to harmonize with the store interiors. A good example of these are the Coca-Cola displays installed at the back of nearly every soda fountain. Temporary wall displays should be constructed of paper. They should be designed to call attention to new products, or to stress selling features of established ones. Also, temporary wall displays should be more colorful and more dramatic than permanent displays and, at the same time, should not be expected to stay in use very long. Knowing these facts will help an advertiser design material that will be used by the retailer rather than rejected by him.

21Hepner, Effective Advertising, p. 417.
Ceiling displays should be designed in the form of banners and pennants. Display designers should know that ceiling displays are not used regularly, but more for events of a promotional nature. In preparing the size of the ceiling displays, the display designer must consider the ceiling height and visibility within a store. A good size for all-round use is approximately two feet by ten feet. It has to be pointed out to the retailer that if too many signs are used it tends to confuse the customer. Therefore, it is best to limit the signs to four or five for each selling floor.\textsuperscript{22} The display designer should be aware that the best time to use the banners and flags is for holidays or store-wide events. Therefore, the designs have to be prepared far enough in advance so as to meet the deadline. Knowing when, where, why, and how these various types of displays are to be used will help in the preparation of the displays, so that the retailers will use them and not turn them into waste.

Just as important as having a display is the use of a proper slogan on a display sign. Retailers will not use displays unless they are properly worded. For a slogan to be of value to the retailer, it should meet these requirements:

1. It should be irrevocably connected with the business. This is another way of saying it should

include either, (a) the name of the firm, (b) merchandise sold, or (c) service given.
2. It should have a definite recall value. It may acquire this characteristic through use, or it may be remembered because it is catchy.
3. A good slogan is one that arouses curiosity. To have this element, it should make the reader ask how or why.
4. It should be a focusing point for the advertising policy of the business.

When designing a display, the advertiser has to consider the psychological aspects of the display. The display should be designed so as to "leap out" at the passer-by, but in so doing, give the impression that it is drawing him to it. According to this, then, a good display should achieve an illusion of proximity. That is, it should present the article so that the customer wants to examine and touch it. Also, an effective display should be functional. It should have a theme. The background, props, and lighting should point up the merchandise in terms of a chosen theme.

The manufacturer using displays should suggest to the retailer that his store can avoid a dull, uninteresting appearance by changing most of the interior displays at one time so the customers will be sure to notice changes. Between major changes, the so-called display "hot spots" should be varied. "Hot spots" are certain display locations in the store which have been found especially valuable in

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24Hepner, Effective Advertising, p. 402.
attracting customer attention. Typical "hot spots" are the cash register, wrapping counter, store corners, and ends of aisles or cross aisles.  

Material Available to the Display Designer

The designers of point-of-purchase displays must maintain a knowledge of the vast stores of material available to them, so as to prepare displays that will best satisfy the retailer. Cost permitting, the designer can use any ingenious device or combination of devices he wishes. Printing and lithography on paper have always been used as the greatest supply of point-of-purchase advertising material. There are new developments in the processing of wood, glass, plastics, metal, corrugated board, and other materials so as to make it possible for point-of-purchase displays to be interesting and distinctive. The point-of-purchase executive who looks into the production of materials and the methods of production will find that novel effects and truly distinctive displays can often be achieved at very small extra cost or at no extra cost at all.

In a survey done on retail outlets to determine how point-of-purchase material can be made more acceptable, the following qualities were cited: "a preference for displays

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26 Association of National Advertisers and Point of Purchase Advertising Institute, Advertising at the Point of Purchase, p. 73.
that are well constructed and mechanically efficient, that are simple and easy to use, that are not too big for the location for which they are planned, that have a novel idea and good art work, and that arrive two or three weeks ahead of the time for which they are to be used." The retailer is not interested in displays that merely switch a buyer from one brand to another, but he is interested in ideas that will create new impulse sales, will sell related products, feature new products, and are built on a seasonal idea around which a whole store promotion might be planned.

Of equal importance in getting the retailer to use displays are the artistic aspects of the display. Variations in size, color, shape, motion, light, and sound should be used by the display designer in preparing the appropriate display for the retailer. Displays should have color. Inviting reds, blues, yellows, greens, and other vivid hues attract attention. They suggest life and activity, quicken the impulse to buy, and draw the customer to the counter, rack, or stand.

The use of sound is very effective but also very expensive to install. To produce sound, photoelectric cells are employed to trip a playback unit with a carefully worded

23Ibid., p. 413.
commercial as soon as the customer approaches the display. This type of device would be best if it could be arranged to be used by more than one store, and if it was assembled for high-ticket items so that it would be able to pay for itself.

Another form of display is one that can be used either illuminated or nonilluminated. Illuminated displays are used almost as often as cardboard displays. They are used increasingly with vacuum-formed plastic shaped to fit both the display area and the light housing. The display designer can add variety to the display with different colored bulbs and flashers. Unique effects also can be created by several light sources operating independently in a manner such that they light up mystery messages, flow charts, or color effects. A point for the advertising designer to remember on illuminated displays is to design them so that they will be effective even if the lights are not in operation.

One more form of display that the display designer can create to satisfy the retailer involves motion. Motion can be incorporated into a display in many ways: a gravity-magnetic motor that operates either from a wall socket or battery; heat, which turns a delicately balanced cylinder; motor-driven turntables; wind; and mobiles. Novel effects,

30 Huntington, "Store Windows and In-Store Displays," p. 77.
31 Association of National Advertisers and Point of Purchase Advertising Institute, Advertising at the Point of Purchase, p. 73.
useful for selling certain products, can be created through motion. One example might be the moving of an arm over a picture of a shoe, thus giving the illusion of shining the shoe. With heat motors, the display can show the motion of pouring or create illustrations of color changes and traveling messages. In tests done by the Point of Purchase Advertising Institute, displays with motion were favored by seventy per cent of the dealers, were given eighty-eight per cent of the prime in-store locations (compared with forty-seven per cent for non-motion displays), and produced an eighty-three per cent average gain above normal shelf sales. 32

Retailers' Acceptance

Displays are more likely to be used if the display supplier will install the display for the retailer, especially in the case of small stores. Also, if the advertising supplier installs the display it will be placed in a suitable position and prepared more attractively, since he knows how it should appear. When the advertiser's salesman takes the display to the store himself, he is in the position to sell the retailer on the use of the display should the retailer be reluctant to accept it. If an advertising supplier does not have direct contact with retail outlets, he should contract with professional display installation firms to install his displays. This may prove to be more

economical for the display supplier than having a salesman spend much of his time with the installation of a display.

The display material that is most attractive will probably be the one that the retailer will use. Shoddy displays might never be used, and probably will never get out of the back room. The displays that are real attention-getters will be the ones that are used by the retailer. It should also be remembered that the comparatively inexpensive mass-display type of material may be just as effective as the more elaborate and more expensive type.33

Conclusion

The answer to the problem of wasted point-of-purchase advertising displays is not a simple one. Many factors have to be considered by the advertising designer in order to produce a display that the retailer will use and not leave in his back room or deposit in a garbage can. No one factor alone will solve the problem of waste, but all the factors mentioned in this paper have to be taken into consideration at the same time.

Each poster, display, etc., has to be better and more efficient than the preceding ones. Anything that doesn't enhance the store at the same time that it enhances the product may not be used. More dollars, greater emphasis on quality, more professionalism in design, technique, and

suitability, and more communication between the creators and ultimate users will help to reduce or eliminate the problem of wasted point-of-purchase advertising displays.

All too often, the first the retailer sees of the display material is when it's finished and brought into the store by a salesman. It might be beautiful in concept and design, but still may not fit into the decor of the store. Or, if it turns out cheap-looking or badly executed, the retailer might say, "I'm not going to clutter my store with that junk." The display does not have to be expensive, but it does have to be well thought out, well executed, and must fit the retailers' needs.

When designing a display, the advertiser has to realize what the retailer wants. Retailers usually prefer the seasonal type of display. They like product displays that offer the retailer the opportunity to add his own name to them, and that allow them to expand the promotion by using related items. Also, they wish that more salesmen would work far enough ahead with them so they can incorporate their promotions into the overall calendar of events, and that once the retailer accepts a display, the advertising manufacturer stands ready to supply them with a sufficient number of displays.

The problem of waste is not solved simply by the advertiser designing a display that he knows will be sufficient for a particular store. The display supplier has to demonstrate to the retailer how a specific display will fit in
his store. He also has to point out the various functions that a particular display will perform. With the retailer having a better understanding of the purpose of a display, he will be more inclined to use it.
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