

In-Store Signage Influences Shopping Choices

In today's economy, more consumers are making shopping lists before they ever leave home and the good news is that many of the brand decisions are made in our stores through in-store marketing such as featured displays and signage.

Shoppers actively engage with in-store signage during shopping trips, especially with end-of-aisle solutions (end caps) according to the report, "The Elements Report, Gone in 2.3 Seconds: Capturing Shoppers with Effective In-store Triggers." This collaborative research project by Miller Zell, Inc. and the National Research Network is part of the 2009 In-Store Marketing Summit. From this report, we learn from 999 people surveyed that signage attracted and influenced their purchase decisions in a noticeable way:



- 70%** End of aisle display and signage (end caps)
- 62%** Merchandising displays and signage
- 58%** Department signage
- 55%** Shelf strips (horizontal)
- 50%** Shelf blades (vertical and perpendicular)

So what can you do to capture the sales opportunity? The first step is to look at your displays and signage. How are you sharing information about products and their

features? Do you plan out your end caps or featured area displays including the message(s) that you want to deliver?

Today, retailers can create professional looking signage right from their computers. Using the print-ready and customized templates, retailers can share product attributes, quality standards, encourage sampling, highlight special displays and promotions, and drive sales.



Since many shoppers will be looking for healthy, New Year resolution choices this month, why not offer them information through signage that can help guide them to purchase? A great place to help you get started is the Tree of Life Knowledge Center's Discover Gluten Free Campaign. Download the customizable templates that are available for Tree of Life retail partners: Shelf Talkers Attribute and Price, Table Tents, Flyers, Shopping Lists, and Recipe Handouts. All of these templates are available as MS Word documents and include editable text boxes where retailers can make the message theirs!

To learn more about the tools of the Knowledge Center and how to customize them into sales and branding tools, free TeleTraining programs are presented by Debby Swoboda – Tree of Life's Education Partner. (To register, visit askDebby.com / TeleTraining page.)



For more practical marketing tips from Debby Swoboda, be sure to visit Debby's Blog at <http://blog.askDebby.com>, follow Debby at <http://www.twitter.com/askDebby> or just discover the retailer resources of askDebby.com.