

Myth busting: you don't need to spend a lot of money to make money



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It's a whole new year, the perfect time to think about what new plans you can implement to improve your business in 2010.

I have a few suggestions to make, ones which are designed to improve your ROI, and debunk the myth that you have to spend money to make money.

People often think "what is the cheapest thing I can do to carry my below the line message" and the answer is often "a generic stand with graphics."

This solution is fine if all your plans are short term, and focused on a small local market, however it also limits your ability to create a truly iconic display that enhances the brand message. It also doesn't take into account a solution that answers any other challenge other than "what can I hold my stock in."

Common challenges for a marketer can be – what is my target audience, how do I make them purchase my product, how can I do all of this within budget? In regards to below the line, often these questions can be solved by a smart industrial design team who are able to bring technical knowhow and creativity to the mix.

A simple plan is to focus on where you can increase your economies of scale.

Simultaneously, think creatively and think big. An iconic display will always last longer on the shop floor (reducing replacement costs), enhance a brand's reputation and drive impulse sales.

Think global

Production runs in Australia of a point of purchase (POP) display are comparatively small, and therefore often appear prohibitive for a sophisticated idea. However I would suggest that there are ways to overcome this obstacle, one of which is to go global. The majority of brands that exist in Australia also exist in the rest of the world, so why not think about what you can do for a brand on a global level and therefore gain economies of scale.

By obtaining buy-in from other markets outside Australia, you can now afford to create that iconic display that becomes an extension of the brand in every marketplace in the world. For the global traveller, a common below the line message is relayed at every instance, whether it be Moscow, Mexico City or Abu Dhabi, the brand message becomes truly global and instantly recognisable in any language.

Development at a macro level can then be customised on a micro level to cover off any local nuances, such as different requirements for gases or electricity (refrigeration), or simply a change in graphics for language differences.

This is a viable way to deliver a truly impactful message that has benefits across the business and across the world.

Category sharing

However, taking ideas to the global market may not be immediately viable for everyone. Instead of aiming for buy-in across the world, why not across categories?

The concept of designing a universal template that can then be rolled out across several brands is cost effective, as well as showing design smarts. If you create the master architecture, all that needs changing is colour schemes and graphics across product lines. This tactic can also enable a company to take ownership of a category, with effective, high impact units made from quality materials that give each product a hero positioning.

The template design should also involve certain criteria that will enable it to meet requirements across different channels, including flexibility, modularity, easily customised and having a small footprint (that can be expanded as the need arises) to achieve off-location positioning.

Ambush aisles

Ultimately POP is about understanding how a shopper thinks, and giving them what they may not even know they want. Below the line marketing is never just about holding stock, it is the

fine art of understanding shopper mentality and aiming to modify their behaviour.

Through smart design, you can become a category leader of impulse sales. If you understand that people don't want to lose their place in the queue, bring the shopping to them in the queue. However we can take this one step further and design the placement of products according to association that will drive their need.

This idea is to create 'bundling' of products that can be themed to occasions. For example in the register area for convenience or petrol routes you could bundle sandwiches with drinks, chocolate and the paper, and create the perfect purchasing stimulator for lunch. Why not present all the ingredients for spaghetti bolognaise in the one display unit ready for rushed shoppers, or have a selection of flavoured milks next to the newspaper for a Sunday morning indulgence.

This idea is basically the same as ambushing the shopper, and creating 'ambush aisles' can ultimately be a real wallet opener.

Innovation

Ultimately we are in the business of selling products, and the best way to do this is to understand what a shopper's journey requires. What are they typically looking for and what will get them excited to want to look at other products and buy them too?

The key to this process is enhancing the core brand message through point of purchase, and one of the most ideal outcomes you can have is to create an iconic display that becomes part of the brand identity.

However to do this we need to stop thinking about products in isolation, or outcomes for single events. We can create economies of scale that enable the big ideas to be produced, whether globally or locally or by simply mixing up the experience in the shop aisle.

This is known as getting a higher return on investment through innovation. 🛒



Red Rock Deli Wine & Snack Display creates an immediate relationship for shoppers between purchasing wine and an appropriate gourmet snack.



International brand designs can leverage global markets for economies of scale and impact.