

Marketing Essentials



Chapter 18

visual merchandising and display

Section 18.1 Display Features

Section 18.2 Artistic Design

Display Features



Before You Read

CONNECT What memorable visual displays have you seen at stores?

OBJECTIVES

- **Explain** the concept and purpose of visual merchandising.
- **Identify** the elements of visual merchandising.
- **Describe** types of display arrangements.
- **Understand** the role of visual merchandisers on the marketing team.

THE MAIN IDEA

Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.

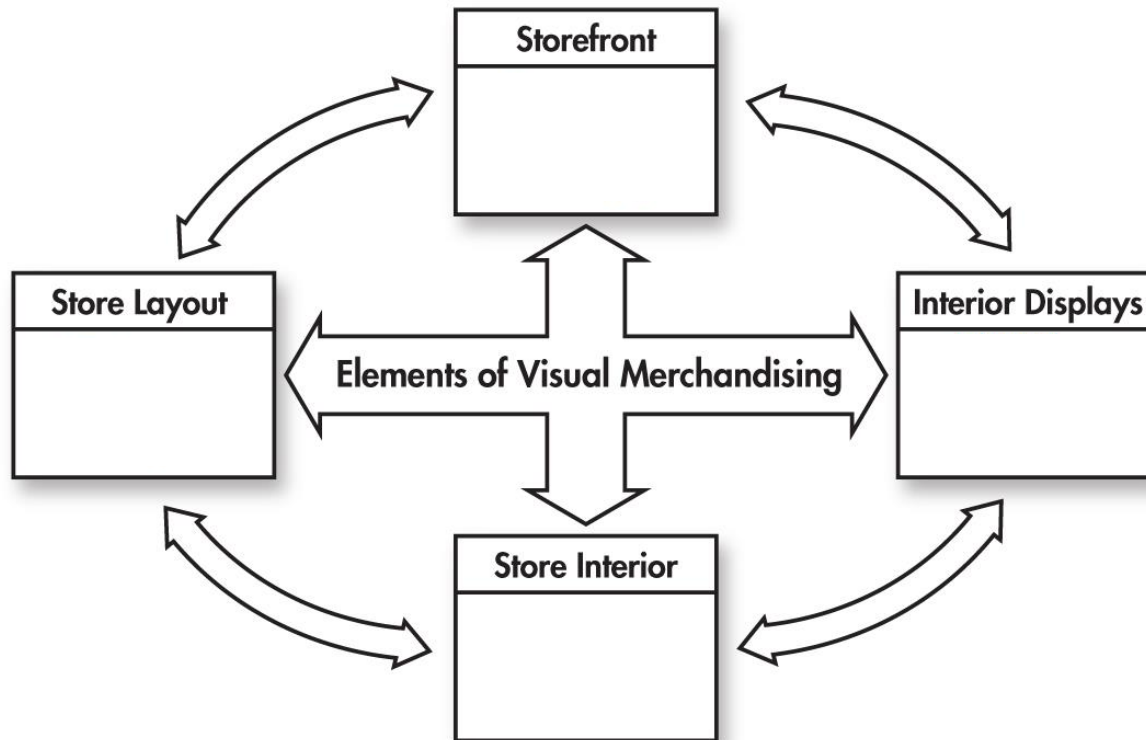
VOCABULARY

- visual merchandising
- display
- storefront
- marquee
- store layout
- fixtures
- point-of-purchase displays (POPs)
- interactive kiosk

Display Features

Graphic Organizer

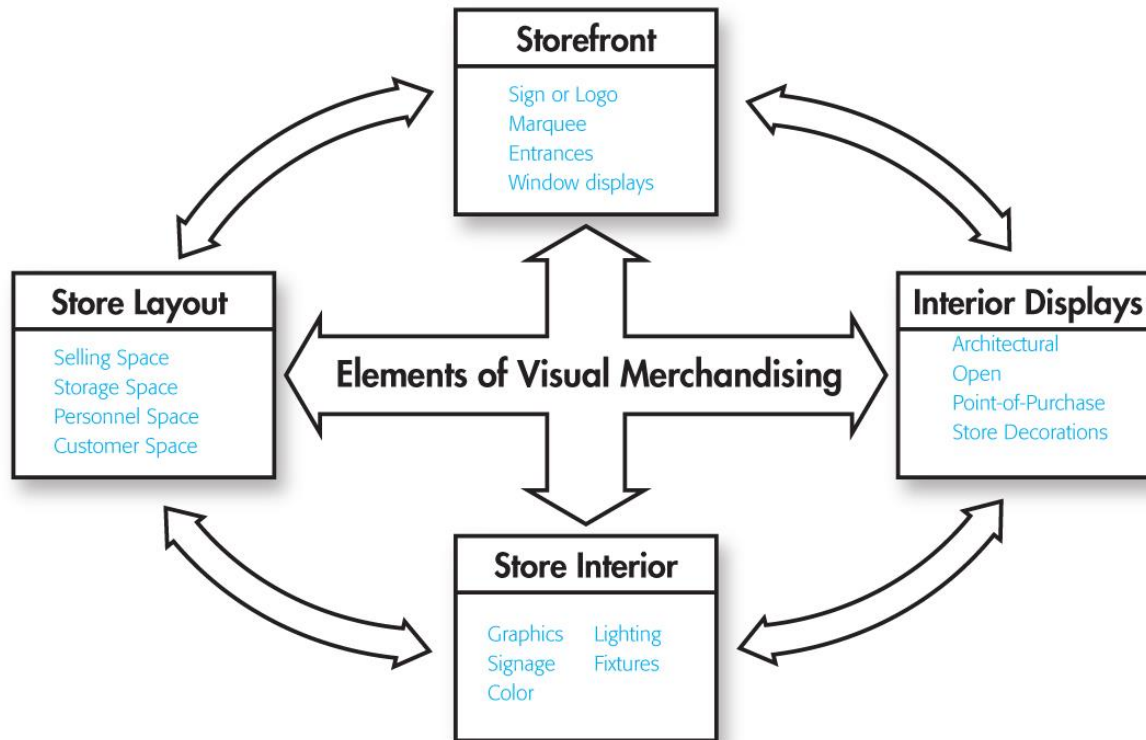
Visual Merchandising Element Features



Display Features

Graphic Organizer

Visual Merchandising Element Features



Visual Merchandising an Display

The term visual merchandising is not the same as display.



visual merchandising

Coordinating all the physical elements in a place of business to project an image to customers.



display

The visual and artistic aspects of presenting a product or service to a target group of customers to encourage a purchase.

Visual Merchandising an Display

The Role of Visual Merchandisers

Build the overall business or brand image.

Design, create, and maintain design elements of the building and displays.

Promote the business's image and sales of its products or services.

Attract customers to a business and keep them coming back.

Create an inviting selling space.

Elements of Visual Merchandising

Storefront

Signs

Marquee

Entrances

Window Displays



storefront

A business's exterior, including the sign, marquee, outdoor lighting, banners, awnings, windows, and exterior design of the building.



marquee

A canopy that extends over a store's entrance.

Elements of Visual Merchandising

Store Layout

Selling Space

Storage Space

Personnel Space

Customer Space



store layout

Ways that stores use floor space to facilitate and promote sales and serve customers.

Elements of Visual Merchandising

Store Interior

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graph TD; A[Store Interior] --- B[Graphics, Signage, Color, and Sound]; A --- C[Lighting]; A --- D[Fixtures]
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**Graphics, Signage,
Color, and Sound**

Lighting

Fixtures



fixtures

Permanent or movable store furnishings that hold and display merchandise.

Elements of Visual Merchandising

Interior Displays

Architectural Displays

▶ Model rooms

Closed Displays

▶ Touching merchandise is not permitted

Open Displays

▶ Touching merchandise is permitted

Point-of-Purchase Displays (POPs)

▶ Temporary or permanent

▶ Informational

▶ Interactive kiosks

Store Decorations

▶ Seasonal



point-of-purchase display (POP)

A stand-alone structure that serves as a customer sales promotion device.



interactive kiosk

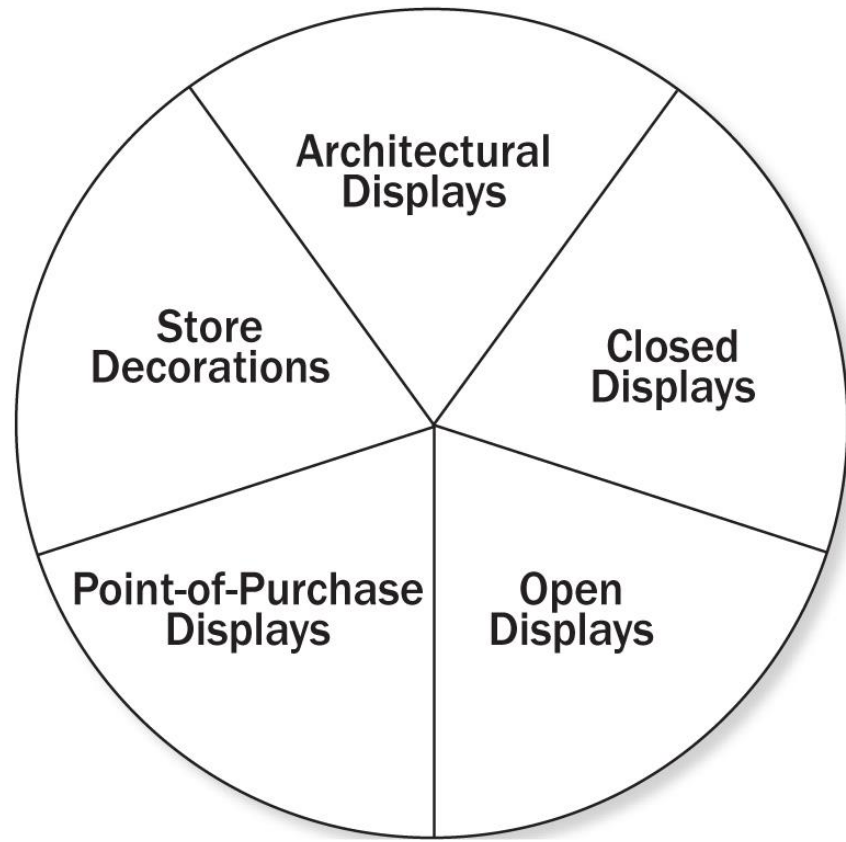
An interactive point-of-purchase display that is a free-standing, full-service retail location.

Elements of Visual Merchandising

Graphic Organizer

Which type of display would you use if you were interested in protecting valuable merchandise?

Which type is likely to generate the most sales?



Display Features

**After You Read****Section 18.1**

1. **Differentiate** between visual merchandising and a display.

Visual merchandising encompasses all the visual elements of the selling environment. Display relates only to those visual and artistic elements that present the product to a target group of customers.

Display Features



After You Read

Section 18.1

2. **Elaborate** on how the four elements of visual merchandising are related.

All four elements work together to create an overall image designed to appeal to the target customer. The storefront leads the customers into the store and other elements, such as layout and interior displays, encourage them to stay there and purchase items.

Display Features



After You Read

Section 18.1

3. **Identify** five types of displays and how they are used.

Architectural displays are model rooms that show how merchandise might look in customers' homes. Closed displays allow customers to look at, but not handle merchandise, unless they get the assistance from a salesperson. Open displays allow customers to handle merchandise without the assistance of a salesperson. Point-of-purchase displays are stand-alone structures that encourage immediate purchases. Interactive kiosks are point-of-purchase displays that are full-service retail locations that stand in existing businesses or shopping malls.



Before You Read

PREDICT What personal traits and technical skills do you need to design an effective store display?

OBJECTIVES

- **List** the five steps in creating a display.
- **Explain** how artistic elements function in display design.
- **Describe** the importance of display maintenance.

THE MAIN IDEA

Visual merchandising must know the rules of artistic design to create displays that enhance sales, attract customers, and sustain customer loyalty.

VOCABULARY

- props
- color wheel
- complementary colors
- adjacent colors
- triadic colors
- focal point
- proportion
- formal balance
- informal balance

Artistic Design

Graphic Organizer

Steps to Create a Display

Step 1

Step 2

Step 3

Step 4

Step 5

Artistic Design

Graphic Organizer

Steps to Create a Display

Step 1

Select merchandise
for display

Step 2

Select the type of
display

Step 3

Choose a setting

Step 4

Manipulate the
artistic elements

Step 5

Evaluate the
completed display

Display Design and Preparation

Steps to Create a Display

1**Select Merchandise for Display**

- ▶ **Be visually appealing**
- ▶ **Attract customers**
- ▶ **Merchandise must be seasonally appropriate**

Display Design and Preparation

Steps to Create a Display

2

Select the Type of Display

- ▶ One-item display
- ▶ Similar-item display
- ▶ Related-product display
- ▶ Assortment or cross-mix display
- ▶ Props
 - Decorative or functional



props

Properties that are items or physical objects that hold the merchandise on display or support the display setting.

Display Design and Preparation

Steps to Create a Display

3**Choose a Setting**

- ▶ **Realistic**
- ▶ **Semi-realistic**
- ▶ **Abstract**

Display Design and Preparation

Steps to Create a Display

4 Manipulate the Artistic Elements

- ▶ Line
- ▶ Color
 - Color wheel
 - Complementary colors
 - Adjacent colors
 - Triadic Colors
- ▶ Shape
- ▶ Direction
 - Focal point
- ▶ Texture

continued



color wheel

Illustrates the relationships among colors.



complementary colors

Colors that are opposite each other on the color wheel and create high contrast.



adjacent colors

Those that are located next to each other on the color wheel and share the same undertones; also called analogous colors.



triadic colors

Three colors equally spaced on the color wheel, such as red, yellow, and blue.



focal point

An area in a display that attracts attention first.

Display Design and Preparation

Steps to Create a Display

4

Manipulate the Artistic Elements

- ▶ Proportion
- ▶ **Balance**
 - Formal balance
 - Informal balance
- ▶ **Motion**
- ▶ **Lighting**



proportion

The relationship between and among objects in a display.



formal balance

Created in a display by placing large items with large items and small items with small items.



informal balance

Achieved in a display by placing several small items with one large item within the display.

Display Design and Preparation

Steps to Create a Display

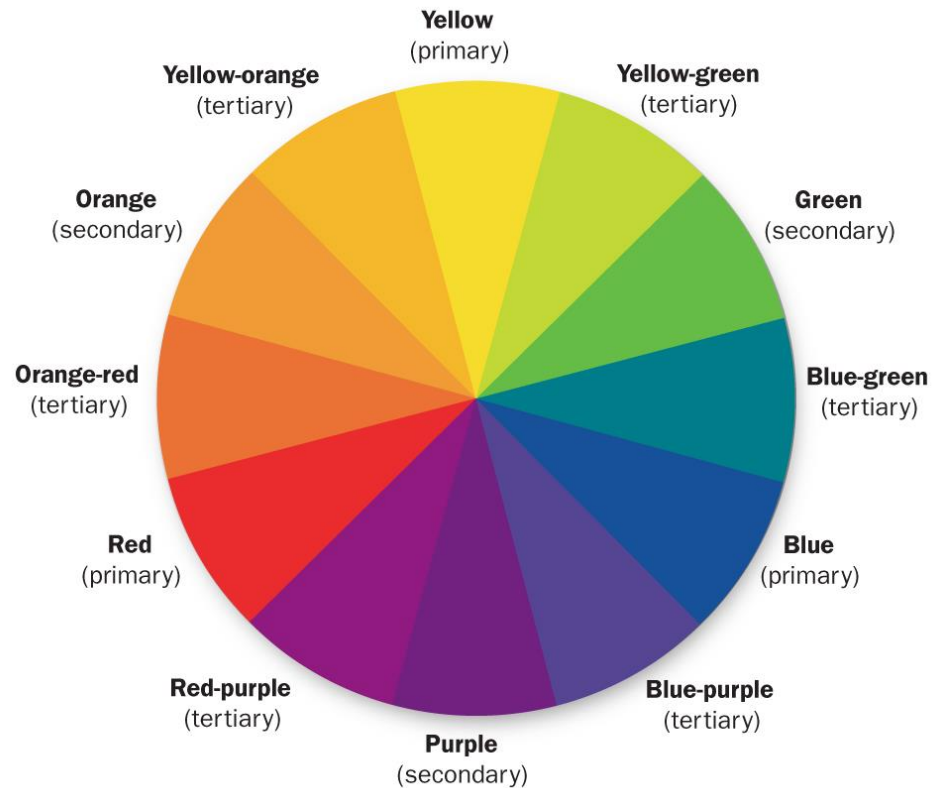
5**Evaluate the Completed Display**

- ▶ Is the store's image enhanced?
- ▶ Does it appeal to customers?
- ▶ Does it promote the product in the best way possible?
- ▶ Is the theme creatively applied?
- ▶ Is the signage appropriate?
- ▶ Was the result pleasing?

Display Design and Preparation

Graphic Organizer

Choose two complementary colors, two adjacent colors, and three triadic colors.



Display Design and Preparation

Graphic Organizer

Fill in the Blanks for Each Artistic Element

Element	Description	Example
Shape		
Direction		
Texture		
Proportion		
Balance		

Display Design and Preparation

Graphic Organizer

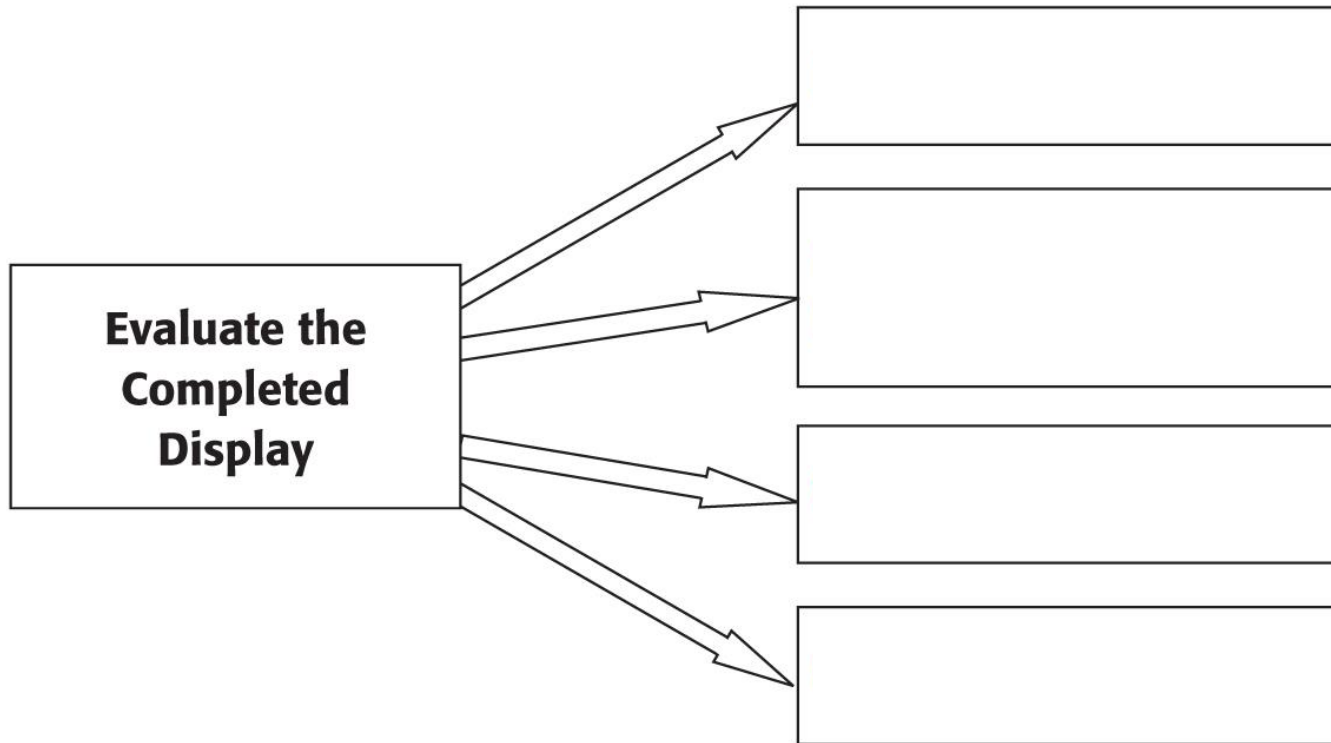
Fill in the Blanks for Each Artistic Element

Element	Description	Example
Shape	Physical appearance or outline of a display	Square, circle, triangle
Direction	Way viewer's eye is moved	Repetition, lighting, pattern of organization
Texture	Surfaces in a display	Rough, smooth
Proportion	Relationships between display objects	Sizing merchandise so that it dominates
Balance	A sense of visual equality	Formal, informal

Display Maintenance

Graphic
Organizer

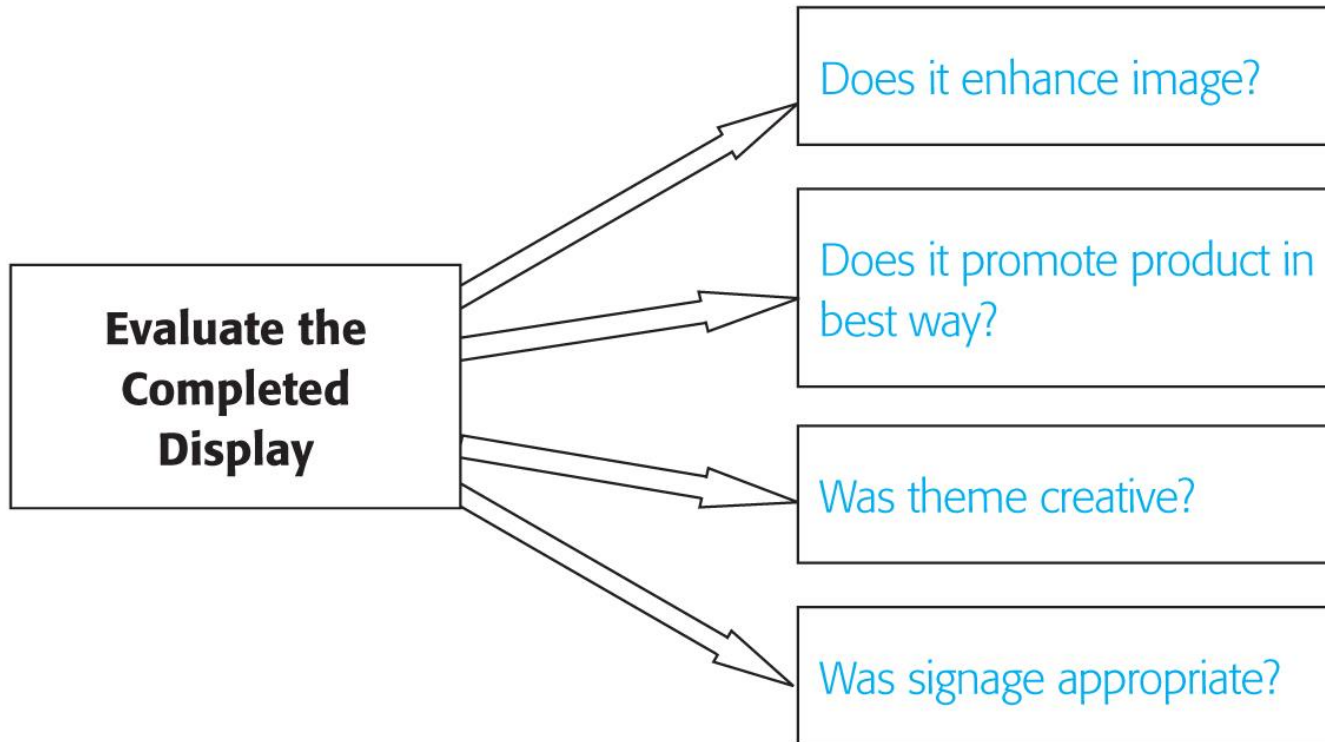
Evaluate the Completed Display



Display Maintenance

Graphic
Organizer

Evaluate the Completed Display



**After You Read****Section 18.2**

1. **Explain** why the first step in display preparations is so important.

Selecting the merchandise is important because it will determine the theme and the other elements of the display.

**After You Read****Section 18.2****2. Differentiate** between decorative and functional props.

Decorative props include such things as floor coverings, wall treatments, and backgrounds to create an interesting setting.

Functional props serve a useful purpose and include items for holding merchandise such as mannequins, racks, and shirt forms.

**After You Read****Section 18.2**

3. **Describe** how formal balance and informal balance are achieved in a display.

Formal balance is achieved by placing large items with large items and small items with small items. Informal balance is achieved by balancing a large item with several smaller ones in a display.

Marketing Essentials



End of **Chapter 18**

visual merchandising and display

Section 18.1 **Display Features**

Section 18.2 **Artistic Design**