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products

THE FLOOR FACTOR IN VISUAL MERCHANDISING

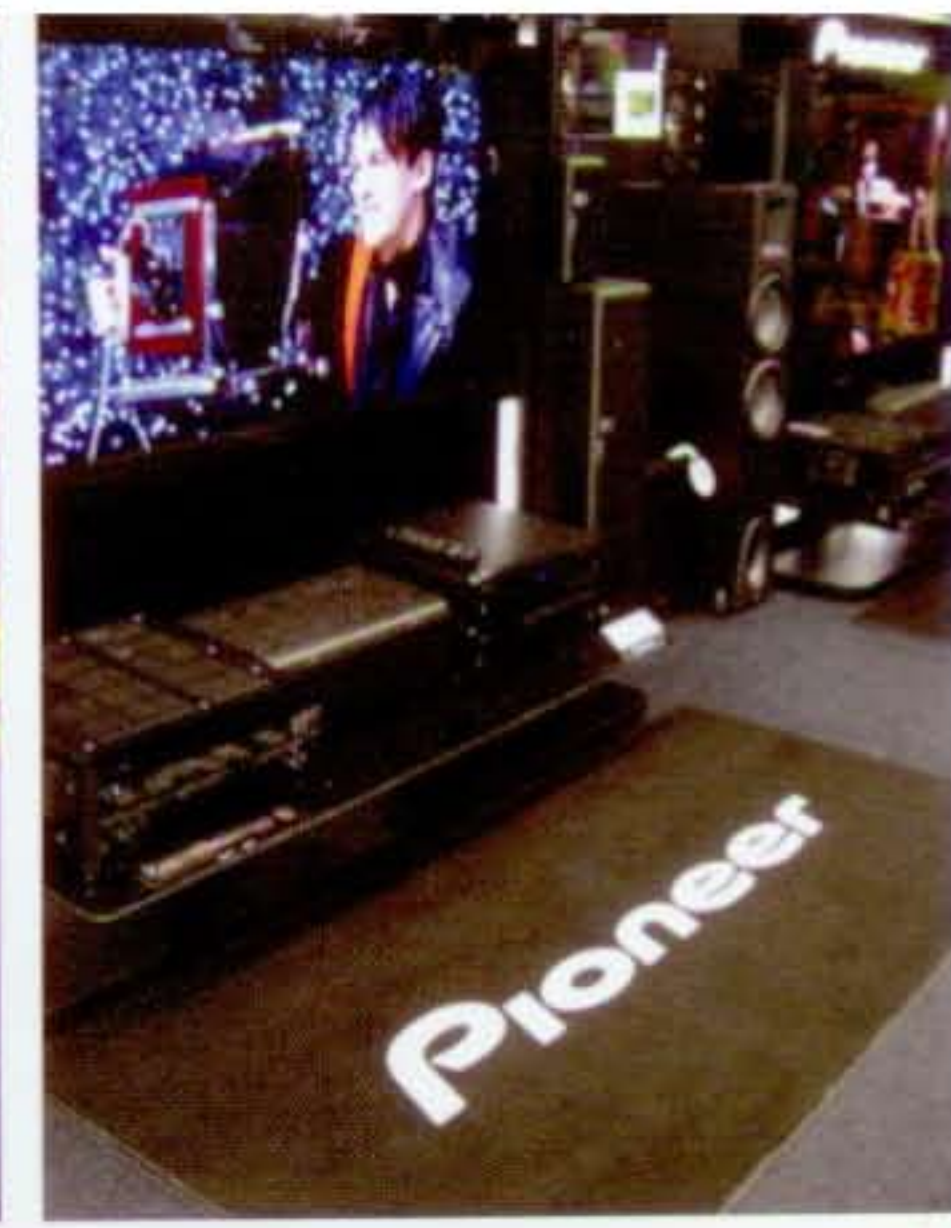
Visual merchandising requires creativity, logic and organisation. The aim is to ensure that customers are attracted to a retail store, enticed to come closer, convinced to stay and most importantly inspired to buy.

Visual merchandising does not stop at great looking window displays. It includes all forms of store layout, colour themes, product arrangement, lighting, music, ticketing, signage, posters, props and many more including floor advertising, which is an important component of visual merchandising.

According to Smartsourc Marketing, floor advertising generates a 27 per cent average sales lift. There are many forms of floor advertising such as floor graphics and moveable mats. The advantage of the logo mats is that they don't leave a sticky residue on the floor. Floor advertising mats can be easily moved for presentation in front of product or point of sale displays or wherever additional branding is required such as an entrance mat.

An inviting entrance is obviously the first step in successful visual merchandising. Treat customers as invited guests. Think about how you welcome guests into your own home and how you create an appealing entrance. Of course the pavement area in front of your store and entry should always be kept clean and uncluttered. A decorative logo mat or inlaid signage on the floor of the entrance can reinforce existing branding, add character and welcome your customers.

Cleverly positioned floor advertising mats allow you to maximise retail space and engage customers wherever a purchase decision might be



made. Depending on the style of logo mat you choose, you can display high print resolution photos or graphics which closely replicate TV commercials or print advertising campaigns. Alternatively, a harder wearing two or three colour logo mat can be used to enhance branding for longer promotions or functional displays.

For more information contact Identity Matters on 1800 300 311 or visit www.identitymatters.com.au