

MAKING YOUR PRODUCTS P.O.P.:

DESIGNING POINT OF PURCHASE (P.O.P.) DISPLAYS

As shelves become more and more crowded with new products, you need to find innovative ways to make your product stand out in the market. One effective method is to pull your product off the shelf entirely and to make it stand out in the aisle and the consumer's mind by placing it in a Point of Purchase (P.O.P.) Display. With a P.O.P. Display, you can effectively get in front of your consumer, ahead of your competitor and into the shopping cart before the consumer even begins to compare products on the shelf.

Design Principles and the Impression Hierarchy

According to [Branding Strategy Insider](#), the brain follows an impression hierarchy of factors in order to process packaging information while shopping. In other words, the brain creates an impression of your product and its packaging based on:

- Color
- Shape
- Imagery
- Words

Since P.O.P. Displays are forms of product packaging and directly tied to a product's primary packaging (the packaging that covers the product itself), this impression hierarchy applies to P.O.P. Display design as well. As a result, designing P.O.P. Displays can be a complex process.

However, this article covers 3 key design principles and how incorporating them into your P.O.P. Display design process can target the impression hierarchy and ultimately increase the value of your P.O.P. Display.



Design Principle 1: Keep It Simple

Impression Hierarchy Targets: Color, Imagery, Words

The most important concept of P.O.P. Display design is to keep your message simple. Studies of consumer behavior show that you only have about 5 seconds to grab the consumer's attention and convince him that the product is worth buying. If it takes more than 5 seconds for consumers to grasp the concept behind a P.O.P. Display, the design is ineffective and the consumer will most likely move on to evaluate other products or displays.

In order to simplify your message, use color carefully and maintain a balance between the images and text on your display. Doing so will effectively target three of the four factors of the impression hierarchy and create a lasting impression on consumers.

Color

Color is perhaps the most important element of your design because it can have a substantial impact on the consumer's actions. When designing your P.O.P. Display, aim to use color that is vibrant yet not overwhelming and consistent with your brand guidelines and product's primary packaging.

Words and Imagery

It is also important to maintain a balance between wording and imagery on your display. For example, a display with one image and five statements about the product benefits can quickly overwhelm a consumer. He or she does not want to stand in the aisle reading for 30 seconds to evaluate what the product is and whether or not to purchase it.

As you brainstorm design ideas, ask yourself these questions in order to effectively incorporate imagery and wording into the design:

- Do the images you use stimulate an emotional response so the consumer connects quickly to the product?
- Can someone quickly understand the product's value or do you have to read too many lines of text?
- Do the images and words on the display convey the same message or do they conflict?
- Is there a good balance between text and images?

In short, ensure that your P.O.P. Display grabs the consumer's attention in that five-second window by using one key image that conveys the value of the product and then list only one or two key benefits in text.



Design Principle 2: Functional Before Fancy

Impression Hierarchy Target: Shape

By following design principle 1, you make it easy for the consumer to understand what the P.O.P. Display is selling. But the other critical design principle to follow is to make your display functional—both for the consumer and the environment it will be placed in.

Functional for Consumer

If consumers have to think about how to place the product in their carts, they won't. Therefore, ensure that you balance the wow factor of your display with the proper shape. Your display's shape needs to be both structurally sound and eye-catching.

There are a variety of shape styles to choose from, including floor displays, counter displays, pallet displays, club store displays, permanent displays, weekender displays, end caps and more. To determine which shape style will best serve your product, consider the following:

- The shape of the product and its primary packaging
- Placement in store
- Length of time in store
- Target consumers
- Target stage of the shopping process
- Competitor P.O.P. Displays

All of these factors will impact the shape you choose to design your display in, so brainstorm all of these factors and outline your approach to shape before you design.

Functional for Environment

Your P.O.P. Display not only has to sell your product; it also has to withstand the wear and tear of retail environments. For example, a corrugated P.O.P. display may be weakened by water damage when the grocery store clerk mops the floor every night. Therefore, carefully consider the materials of your display as well. You can design a P.O.P. Display on a variety of substrates, including corrugated, foamboard, acrylic/plastic, wood, chipboard and metal/steel.



Design Principle 3: Remember Retail Store Placement and Requirements

It is also important to remember any retail store requirements, competitor designs and the actual location of your P.O.P. Display in the store, as these may limit your design capabilities.

Check with each store and compile a list of the requirements/restrictions before you create a prototype of your P.O.P. Display. The store may require that you use a certain shape or material for example. They may also have size restrictions, and these will impact your design as well.

Lastly, do not forget to compare your design to competitor P.O.P. Displays in your target markets. If you don't, you could accidentally design a very similar display and undermine the entire purpose of creating a P.O.P. Display in the first place.



The Bottom Line

By incorporating these three basic principles in your design, you will effectively capture the attention of consumers and differentiate your product.

If you would like assistance with a particular project, Landsberg Orora's talented in-house design team and support personnel specialize in P.O.P. Display design and are ready to work with you from concept to market launch.

Contact us today at solutions@landsberg.com to discuss your project or visit our website to learn more about our capabilities.