Chapter 18
Visual Merchandising and Display

- Section 18.1 Display Features
- Section 18.2 Artistic Design
Display Features

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

Key Terms

- visual merchandising
- display
- storefront
- marquee
- store layout
- fixtures
- point-of-purchase displays (POPs)
- kiosk
Marketing and the Marketing Concept

Graphic Organizer

Use a chart like this one to take notes on the basics of merchandising and display.

Marketing Essentials Chapter 18, Section 18.1
Visual Merchandising and Display

**Visual merchandising** encompasses all of the physical elements that merchandisers use to project an image to customers, and:

- Promotes interest in merchandise or services
- Encourages purchasing
- Reinforces customer satisfaction

*Visual merchandising* encompasses all of the physical elements that merchandisers use to project an image to customers.
Visual Merchandising and Display

**display**
The visual and artistic aspects of presenting a product to a target group of customers.

**Display** refers to the visual and artistic aspects of presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business environment.
The Role of the Visual Merchandiser

Visual merchandisers are responsible for:

- The total merchandise or service presentation
- The overall business/brand image
- The building and placement of design elements
Elements of Visual Merchandising

Merchandisers consider four elements key to achieving the goal of creating a positive shopping experience for consumers:

- Storefront and store layout
- Store interior and displays
The storefront encompasses a store’s:

- Sign or logo
- Marquee and banners
- Awnings and windows
- Exterior design, ambiance, and landscaping
A marquee is an architectural canopy that extends over a store’s entrance. Entrances are usually designed with customer convenience and store security in mind while window displays:

- Initiate the selling process
- Create excitement and attract prospects
Store Layout

*store layout* refers to ways that stores use floor space to facilitate and promote sales and serve customers. There are four distinct spaces:

- Selling and storage spaces
- Personnel space
- Customer space
Store Interior

Stores utilize visual merchandising tools such as:

- Mannequins and props
- Seating
- Floor and wall coverings
- Lighting and colors
- Store fixtures, interior signage, and graphics
Store Interior

Bright colors and light pastels appeal to different types of customers, while interior graphics and signs can be used to promote items or give directions. Walls can be covered to reinforce the store image or display merchandise.
The principal installations in a store are the **fixtures**. Fixtures are permanent or movable store furnishings that hold and display merchandise. The basic types include:

- Display cases, tables, and counters
- Shelving units, racks, and bins
Interior Displays

If interior displays are done well, they enable customers to make a selection without the assistance of a sales clerk. Five types of interior displays are:

- Closed and open displays
- Point-of-purchase displays and decorations
Interior Displays

Point-of-purchase displays (POPs) are consumer sales promotion devices that hold, display, or dispense products. They promote impulse purchases. Examples include vending machines and racks holding candy at a checkout stand.
**Kiosks** are interactive point-of-purchase or retail stands, such as photo-finishing stands for processing digital photos. They are popular because of:

- Immediate product availability
- More reliable technology
- Information services
Interior Displays

Props, also called properties, are special display elements. They are generally classified as decorative or functional. Functional props, such as mannequins, hold merchandise.
Artistic Design

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

Objectives
- List the five steps in creating a display
- Explain how artistic elements function in display design
- Describe the importance of display maintenance
Artistic Design

Graphic Organizer

As you review this section, identify the key steps in display in a flow chart like this one.
Display Design and Preparation

A display generally has about four to six seconds to attract a customer’s attention, create a desire, and sell a product.

Display design involves selecting merchandise, selecting the display, choosing a setting, manipulating artistic elements, and evaluating completed displays.
Display Design and Preparation

1. Selecting the merchandise for display. Display merchandise must be visually appealing and appropriate for the season.
Display Design and Preparation

2. Selecting the display. There are four basic types of display:

- One item display, showing a single item
- Similar-product display, showing one kind of item from different brands
- Related-merchandise display, grouping items that can be used together
- Cross-mix merchandise display
Display Design and Preparation

3. Choosing a setting. The setting a business selects will depend largely on the image it wants to project. Settings can be:

- Realistic
- Semirealistic
- Abstract
Display Design and Preparation

4. Manipulating artistic elements. The artistic elements of a display include:
   - Line, color, and shape
   - Direction and texture
   - Proportion and balance
   - Motion and lighting
Manipulating Artistic Elements

**color wheel**
A circular illustration of the relationships between colors.

**complementary colors**
Colors that are opposites on the color wheel and are used to create high contrast.

Display colors should make the display stand out. The standard **color wheel** illustrates the relationships among colors.

**Complementary colors** are found opposite each other on the color wheel and are used to create high contrast.
Manipulating Artistic Elements

The Color Wheel

- Yellow (primary)
- Yellow-green (tertiary)
- Orange (secondary)
- Orange-red (tertiary)
- Red (primary)
- Red-purple (tertiary)
- Blue (primary)
- Blue-purple (tertiary)
- Green (secondary)
Adjacent colors, also called analogous colors, are located next to each other on the color wheel and share the same undertones.
Manipulating Artistic Elements

**Triadic colors** involve three colors equally spaced on the color wheel, such as red, yellow, and blue. Triadic color harmony creates vivid and contrasting color schemes.

Effective displays use color groupings to create visual calm or excitement.
Manipulating Artistic Elements

Shape refers to the physical appearance, or outline, of a display. Some of the shapes that display units may resemble include:

- Squares and cubes
- Circles and triangles
Manipulating Artistic Elements

**focal point**
An area in a display that attracts attention first, above all else.

Effective displays have direction, which is a smooth visual flow from one part of the display to another. They should also have a *focal point*, an area in the display that attracts attention first, above all else.
Manipulating Artistic Elements

Texture is the look of the surfaces in a display. The contrast between the textures used in a display creates visual interest.

Proportion refers to the relationship between and among objects in a display. Props, graphics, and signs should be in proportion.
Manipulating Artistic Elements

**formal balance**

When a large item is placed on one side of a display, a similarly large item should be placed on the other side.

**Formal balance** in a display happens when items of similar size are grouped together, or they are placed in opposite positions to balance one another out.
Manipulating Artistic Elements

Informal balance occurs when small items are grouped with a large item within a display.

Motion is playing an increasingly important role in display design. Animation can be achieved through the use of motorized fixtures, props, and mannequins.
Manipulating Artistic Elements

Proper lighting is critical to attractive displays. It is recommended that display lighting be two to five times stronger than a store’s general lighting.
Display Design and Preparation

5. Evaluating Completed Displays

Be sure to ask questions about your displays, such as:

- Do they enhance the store’s image?
- Was a theme creatively applied?
- Were the color and signage appropriate?
- Was the result pleasing?
Display Maintenance

Once a display has been constructed, it needs to be maintained and eventually dismantled. Most businesses check displays daily for damage, displacements, or missing items caused by customers handling the merchandise.
Section 18.1

- Visual merchandising is an important part of a business’s total promotional mix. Visual merchandising and display must be coordinated with advertising, direct marketing, personal selling, and sales promotion efforts.
Section 18.2

- Visual merchandising and in-store displays help to sell products and build store and brand image. Businesses create effective displays by using prescribed steps and rules for artistic design to attract customers and to keep them coming back.
This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the use of visual merchandising in retailing.
- Plan visual merchandising activities.
- Demonstrate orderly and systematic behavior.
- Make oral presentations.
- Demonstrate appropriate creativity.
You are X.
Start by picking a square. If you answer correctly, you win that square. If your answer is incorrect, O gets the square.

PLAY

- click twice to continue -