

# VMID

MERCHANDISING - 2021 EDITION

OOAK

# visual merchandising

(vɪʒuəl mɜːrtʃəndaɪzɪŋ) or VM

NOUN

“Visual merchandising is the use of attractive displays and floorplans to increase customer numbers and sales volumes.”

*(...and then some!)*

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NOUN

In 2021

“Visual merchandising is the use of attractive displays and floorplans to increase customer numbers and sales volumes.”

....while also supporting new shopping regulations and suit current customer expectations and preferences. Aim to help customers register it all in a flash!



**Does that sound overwhelming?**

Have no fear -

Here are merchandising Tips'n'Tricks that will help cater to the 2021 retail world!

# AREAS OF FOCUS

1. LIGHTING
2. LAYOUT
3. MERCHANDISING STYLES
4. BRAND SECTION
5. INFO SECTION
6. STOCK AREA
7. EDITING DOWN

# LIGHTING

## OPPORTUNITY:

Customers need to see it all quickly.

## SOLUTION:

Use lighting to your advantage by highlighting your top priority areas and items with the brightest lighting compared to the rest of the space.



Photo via <https://www.flickr.com/photos/hooc/3053130802>

# LAYOUT

## OPPORTUNITY:

Customers need spaciousness and minimal weaving in and out.

## SOLUTION:

Usually the recommended width for walkways are 4 feet in width, but during these times, that measurement can be increased for even more spaciousness.

Decrease floor fixtures and simplify the overall layout so that the space is flatter to look at, requiring less need to walk further inwards.



# MERCHANDISING STYLES

## OPPORTUNITY:

Customers want minimal handling of products.

## SOLUTION:

In terms of product presentation, ensure each product type at least has a section presenting the product as visibly as possible without having to handle to see it. This means showing products in frontal views, and minimizing SKU counts to avoid overcrowding products.





# BRANDING

## OPPORTUNITY:

Customers will spend less time lingering.

## SOLUTION:

There is now less time to make a lasting impact. It is important to ensure there is strong branding in place, consistent with any other physical or online presence your retail space has, including a strong colour story, prominent logo and consistent use of fonts.



# INFO SECTION

## OPPORTUNITY:

Customers want less interaction.

## SOLUTION:

Incorporate space in your booths for educating customers, whether it is an effective graphic, demonstration space, or key information so that they can quickly learn about your products without a needing lengthy conversation. This is also helpful for communicating to multiple customers at once.

Avoid too much signage, as customers will not bother to read if there is too much text, making the effort counterproductive.



# STOCK AREA

## OPPORTUNITY:

The shopping experience should be as short as possible.

## SOLUTION:

Leave room for overstock so that you do not have to leave customers for extended periods for replenishments.

Fewer SKUs mean more room for more units, which helps with both inventory levels and a clearer presentation for customers.

Shorten serving time as much as possible. For example, a full wrapping service may be unnecessary and troublesome at this time, but offering gift bags or wrapping paper to wrap on their own is a great alternative.



THE WOODEN PEDESTALS CAN ACT AS STORAGE UNITS WITH THE INCORPORATION OF A FRONT DOOR!

# EDITING DOWN

## OPPORTUNITY:

There is less time to make a lasting impression.

## SOLUTION:

Keep the space as clean and tidy as possible. Be mindful of distracting eyesores such as extra wires showing, tape, or operational items such as garbage cans, which can all distract from an otherwise powerful presentation.





The background image shows a retail space with a white brick wall. Several items are hanging from ropes: a round woven basket, a white shirt, a blue robe, and various towels in shades of blue, white, and pink. To the left, a wooden shelf holds books and a small container. To the right, another wooden shelf holds white bowls and a blue folder. The floor is made of light-colored wood.

When it doubt,

**SIMPLIFY.**

Your booth, more than ever, should act like a showroom — not like a stockroom!

Need VM help? See our OOAQ-specific packages at [www.vm-id.com/ooaq](http://www.vm-id.com/ooaq)

THANK YOU



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