

## Effectiveness of Floor Advertising

A proven method for increasing brand awareness and driving sales

According to POPAI, (Point of Purchase Advertising International, 2014) up to 82% of the purchase decisions of customers are made in-store. On average, about 1 in 6 purchases are made when a display with the respective brand is present in-store. As retailers and manufacturers realize the value of in-store advertising, they only use in-store advertising occasionally. Brand and retailers must recognize that in-store advertising can be a highly effective method in maximizing their marketing efforts.

In retail, in-store advertisements through visual displays, such as floor advertising have been very effective in attracting attention and influencing customers to purchase a certain brand and products. So why does floor advertising matter? The results. On behalf of Windo<sup>®</sup> Displays, M. Maessen - a marketing research graduate student from the University of Tilburg, has done extensive research into the effectiveness of floor advertising specifically. And we have found some surprising results to share in this whitepaper.

### Benefits of Floor Advertising in Retail

The benefits and capabilities of floor advertising makes it a perfect fit for retailers. Floor advertising does not compromise the surface area and is therefore highly accepted among shoppers.

For retailers, exchangeable floor advertising is very easy to manage, the floor display can be easily repositioned and it's a cost-effective solution. "I think it is great that you can customize the message by only having to change the poster!" – A.d.V, *General Store Manager*.

A common strategy for retailers and manufacturers is to invest heavily in 'high-cost' marketing such as TV commercials, however advertising at the store level can be cost effective and a highly-effective solution.



*"Triggers recall and highly efficient"*

### *Floor advertising grabs shoppers' attention*

According to psychologist Joseph S. King, people are programmed by nature to pay attention to the ground to see where they're going. In addition, people are now constantly looking down at their smart-phones. Floor advertising grabs p' attention and can communicate all kinds of messages in the natural line of sight.

### *Triggers recall and highly efficient*

The human memory is far more likely to recall an item upon seeing it again. In-store advertising can serve well to trigger such a recall.

### *Store floors are not optimally used yet*

In retail environments, there are many different types of visual displays and signage competing for the customers' attention. However, this is mostly at eye level. The floor is usually overlooked making floor advertising unexpected and engaging, "I like in-store advertising as it helps me in making choices." – T.A., *supermarket customer*.

Floor advertising does not compromise the surface area and is therefore highly accepted among retailers and shoppers.

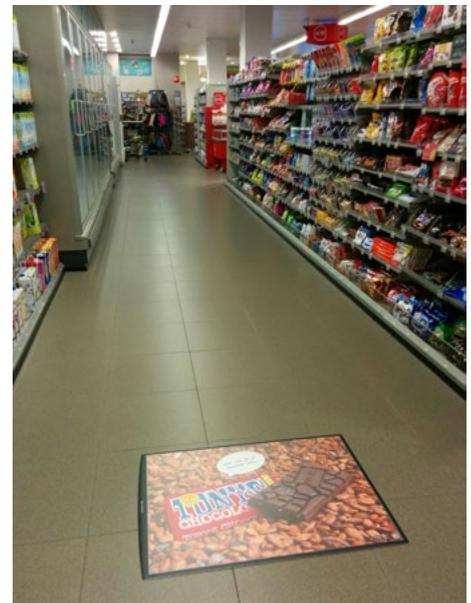
## **The Study Findings**

### *The Silent Salesman*

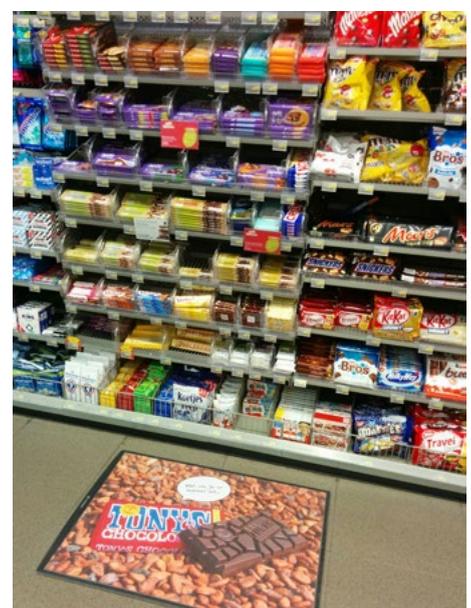
M. Maessen tested Windo® Displays' FloorWindo® exchangeable poster display in two grocery stores and questioned approximately 200 shoppers. The advertisement placed in the displays is from a popular Dutch chocolate brand, with no use of a sales promotion, but simply just branding the product. The floor displays were measured on its effectiveness, brand sales, brand evaluation, and in-store placement.

In each supermarket the displays were placed for two weeks; one week in-aisle, and the other week front-aisle. In addition, there was a control week (i.e. week without the use of displays) before the displays were placed.

Furthermore, the daily sales data of both grocery stores were analyzed for three respective weeks.



Front- Aisle



In-Aisle

## The Setting:

*Advertising in- aisle jumps sales 20 - 50%*

The exchangeable floor display was tested in front of the shelf (in-aisle) and in front of the respective aisle (front-aisle). The results show that placing the display in-aisle is more effective as it jumped sales from 20% to 50% more than when the floor display was not placed at all. Even though there was no direct incentive communicated in the advertisement to buy the product, still at 20% to 50% increase in sales.

*Increases brand recall*

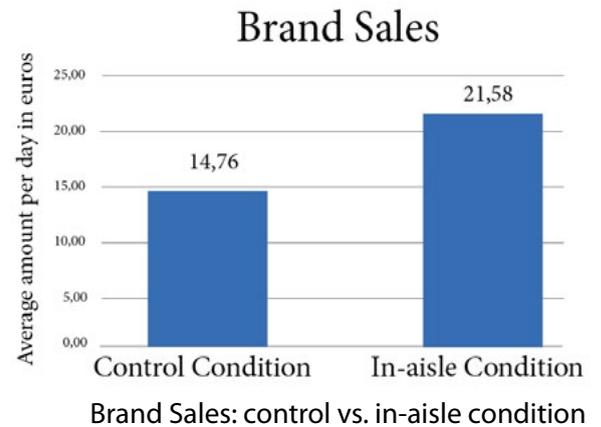
The floor display attracted the attention from shoppers, increased shopper engagement and conversion. More shoppers recalled the advertisement, 18% of the 200 shoppers stopped to look at the display.

*Brand image improves significantly*

Shoppers were questioned about how they perceived the brand. When the display was placed in-store, brand evaluation significantly improved. Especially shoppers who have consciously seen the advertisement, perceived the brand to be better. This is because the ad primes related brand associations in memory, which enhances the ease of processing and results in increased brand perception.

## Conclusion

- It reaffirms that floor advertising can pull shoppers towards certain products or brands.
- Placement of floor display in-aisle can increase net sales between 20 - 50%
- Floor advertising creates more brand exposure, increases brand recall and significantly improves brand perception
- Floor advertising does not take up valuable selling space, easy to manage and cost-effective
- Therefore, floor advertising is an ideal in-store advertising solution



*“Advertising in- aisle jumps sales 20 - 50%”*



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### Increase brand awareness. Drive sales.

For more than 20 years, Windo® poster displays have been influencing shopping behaviour from the moment the customer enters the store to the checkout. We ensure that your in-store brand message stands out where it really matters.

As one of the pioneers of floor advertising, Windo Displays is proud to present its newest innovations for in-store communication.