



REMERCHANDISING: Creative Tricks to Moving Product

November 17, 2009
IAAPA

What is remerchandising?

Remerchandising is rearranging the store so it has a different appearance and to highlight whatever new or seasonal product has arrived and to facilitate the sale of promotional or discounted items. Many retail store will remerchandise every 30 days.

www.wikipedia.com

So what does that mean?

Finding functional and cost-efficient ways to get your products noticed and moving.
Applying different strategies and watching what appeals to your guest demographic.
Enjoying the license to experiment.

NOTES:

- You need to take a step back and evaluate your shop or stand with a fresh eye.
- Ask others their thoughts-guests and staff members alike are great resources.
- Don't be afraid to try something new. Off-season is a terrific opportunity to make changes.
- Watch your traffic flow in both high and low seasons. See where people are naturally drawn. It does take time to do this, but you will garner an understanding of natural patterns.
- Are there areas that guests are not visiting? Are there items that wherever they are in the store they sell? Consider putting those items into a place they are not frequented as often by guests.
- How comfortable is your flow pattern? How easy is it for guests to move around when the shop is heavily trafficked? Can you ease the pressure while retaining your product?
- How easily accessible is your storage? In-store. Back-of-House. Off-property? That can effect how much stock you have to present on the floor.

Strategies for Remerchandising



GROUPINGS



RANDOM COORDINATION



INCORPORATING THE 5 SENSES



These eight areas are different avenues to re-inventing your retail space.



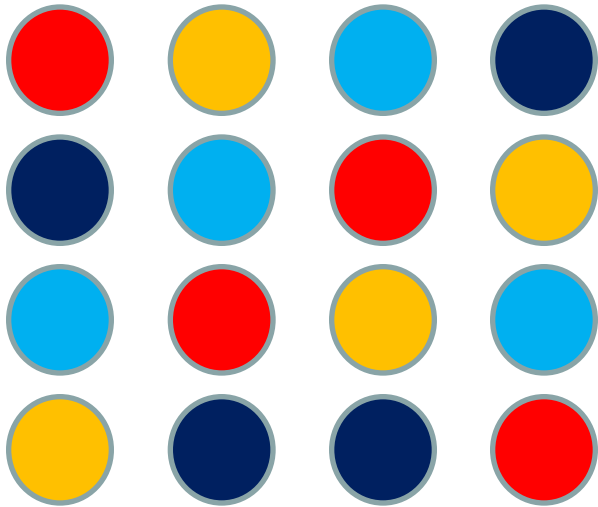
col·or

/kələr/ [kuhl-er]

–noun

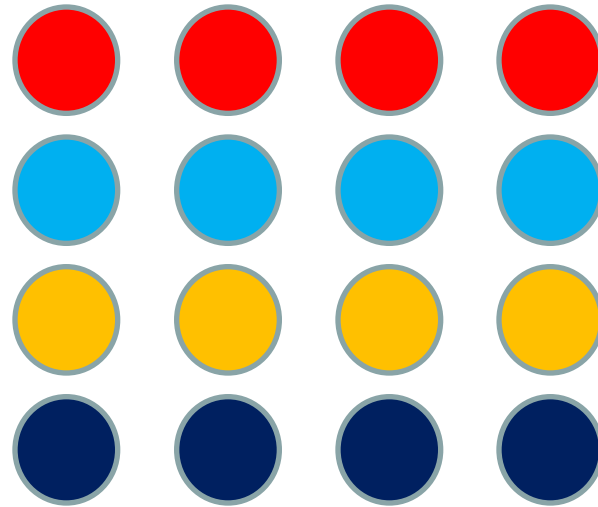
1. the quality of an object or substance with respect to light reflected by the object, usually determined visually by measurement of hue, saturation, and brightness of the reflected light; saturation or chroma; hue.

Dictionary.com



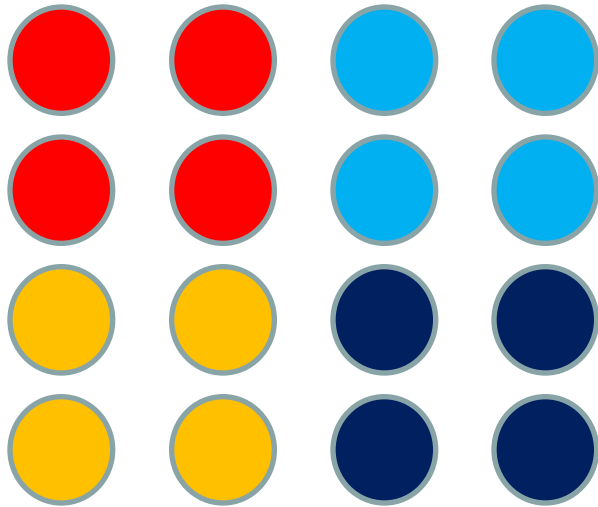
RANDOM PATTERN

COLOR combinations can be highly effective in drawing the eye to different areas of your shop or stand.

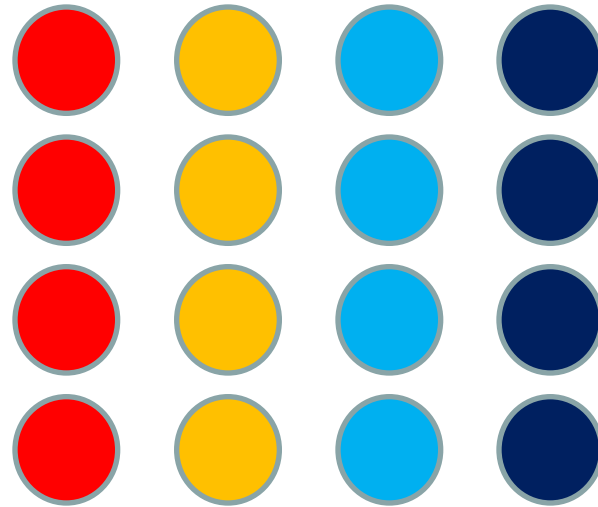


HORIZONTAL COLOR

COLOR combinations can be highly effective in drawing the eye to different areas of your shop or stand.



COLOR BLOCKS
COLOR combinations can be highly effective in drawing the eye to different areas of your shop or stand.



COLOR ALIGNMENT: VERTICAL
COLOR combinations can be highly effective in drawing the eye to different areas of your shop or stand.



PRIMARY COLORS

SECONDARY COLORS

SHADES

COMPLEMENTARY (OPPOSITE) COLORS

Use of color, combining cools and hots, opposites, shades, can create very specific moods

The use of a color wheel is a great way to look for new combinations. Putting together hot colors such as reds, yellows, and oranges or cool combinations with purples, blues, and greens is one simple application. Orange with blue, green & red, or yellow and purple also make very strong presentations. Another thought is the use of a single color and the various shades within that color.

www.sugarcraft.com



Shirts sorted by size.



Shirts sorted by color.

Simple illustration demonstrating use of color.

The shirts sorted by size is not as impactful as use of color separation. It draws the eye much more quickly to the area.



COLOR

- Strong visual impact
- Use color in primary, secondary, shades, or complementary (opposite)
- Grounding colors on the bottom, lighter shades toward the ceiling for airiness and height
- Bring the eye to a specific point driving guests toward designated areas

LEVELS

lev·el

/ˌlɛvəl/ [lev-uhl]

-adjective, noun, verb, -eled, -el·ing or (especially British) -elled, -el·ing, adverb

1. part higher than another; having a flat or even surface
2. being in a plane parallel to the plane of the horizon; horizontal.
3. even, equable, or uniform.

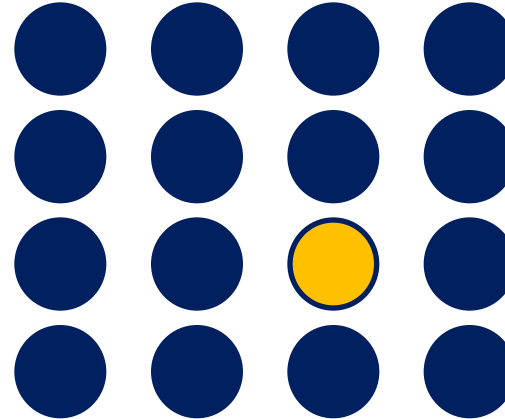
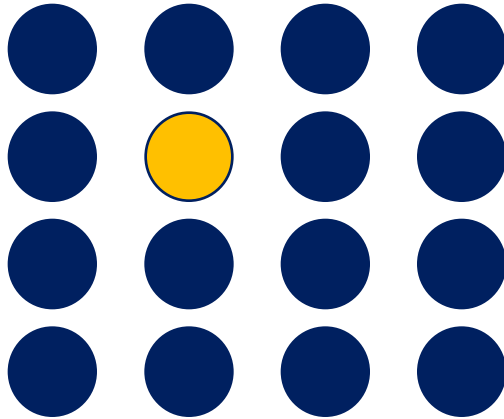
Dictionary.com

MID-LEVEL I:
Eye level or
center shelves.

TARGET:

Average-height
guests, women,
moms,
grandparents,
teens.

IDEAS: Smaller
items, fragile,
placement of
slower moving
items among
better selling
items to
heighten
interest.



MID-LEVEL II:
Chest or waist-
level or center
shelves.

TARGET: Average-
height guests,
women, moms,
grandparents,
teens.

IDEAS: Larger or
heavier items
(easier for
guests/staff) to
maneuver),
popular items, can
also be intermixed
with slower-
moving product.

If we could put everything at eye-level, we would. The reality is, we have lots of viable space in which to display our wares.

LOW LEVEL:

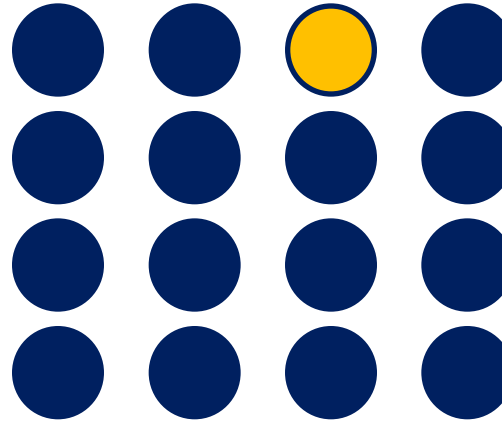
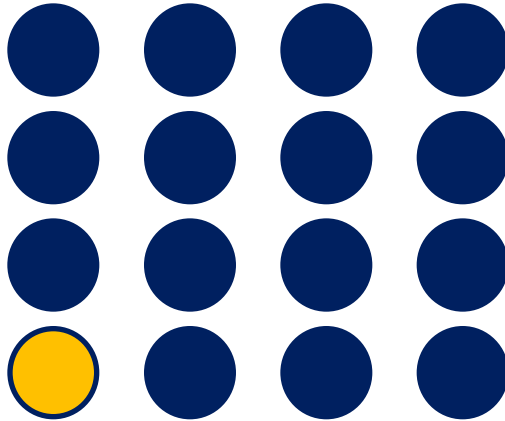
Ground, floor,
bottom shelves,
cabinet bases.

NATURAL

TARGET:

Children,
shorter statured
guests.

IDEAS: Baskets,
boxes, unusual
containers,
rugs...think
both product
and display. A
red rug may off-
set and draw the
eye to
something on a
lower shelf.



HIGHEST
LEVEL:

Ceilings, top
shelves, top of
walls.

NATURAL

TARGET:

Taller statured
guests, men.

IDEAS:

Hangers,
plants, airborne
displays,
windchimes,
kites, tall items,
things to draw
the eye
upwards.

If we could put everything at eye-level, we would. The reality is, we have lots of viable space in which to display our wares.



Examples of level use

The example on the left not only shows use of levels, but use of shades of the same color. Both the photo on the left and the right illustrate branded products placed together.

LEVELS

- Can pull focus to certain height
- Target guest product to demographic height
- Force a perspective, combining other elements (color, size, shape) to a target area
- Adds interest by filling space.

◀ ○ ◻ SIZE & SHAPE ◻ ○ ▶

size

/saɪz/ [sahyz] noun, verb, sized, siz·ing.

–noun

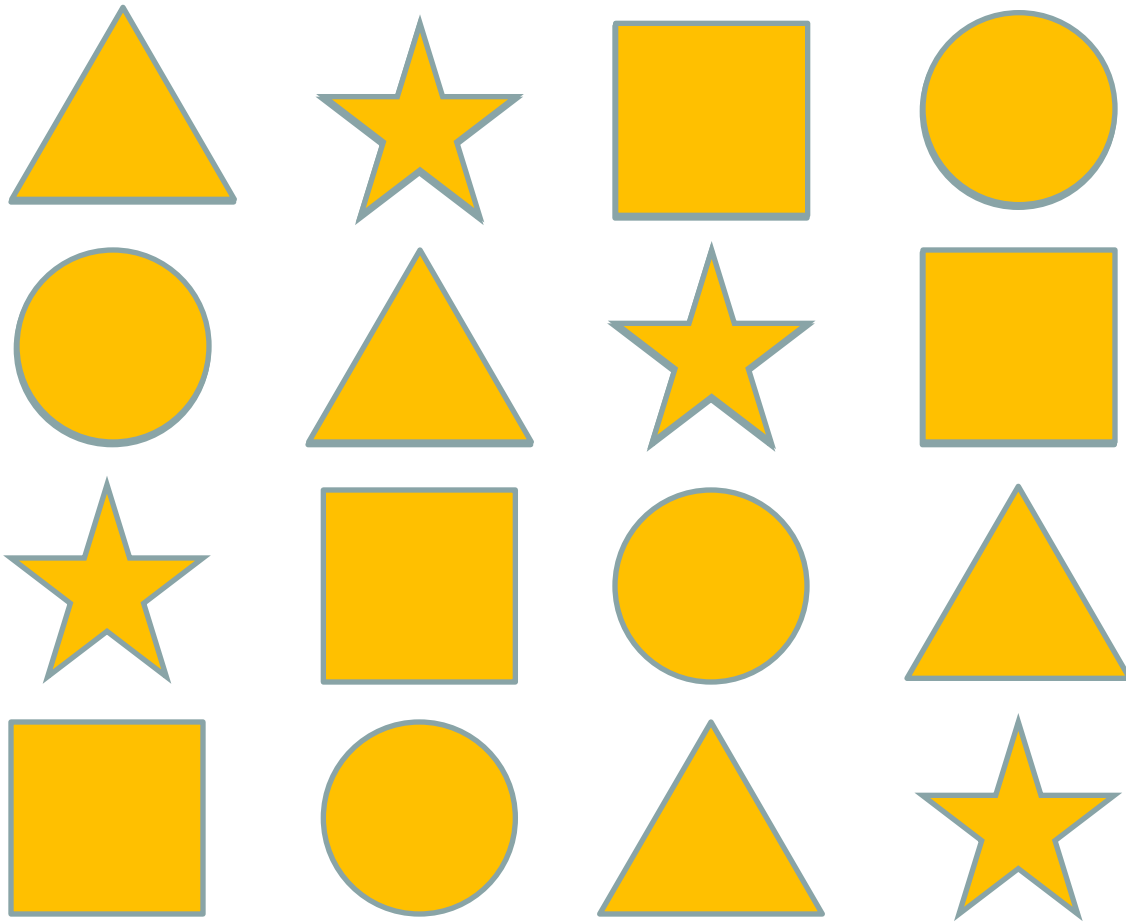
1. the spatial dimensions, proportions, magnitude, or bulk of anything: the size of a farm; the size of the fish you caught.

shape

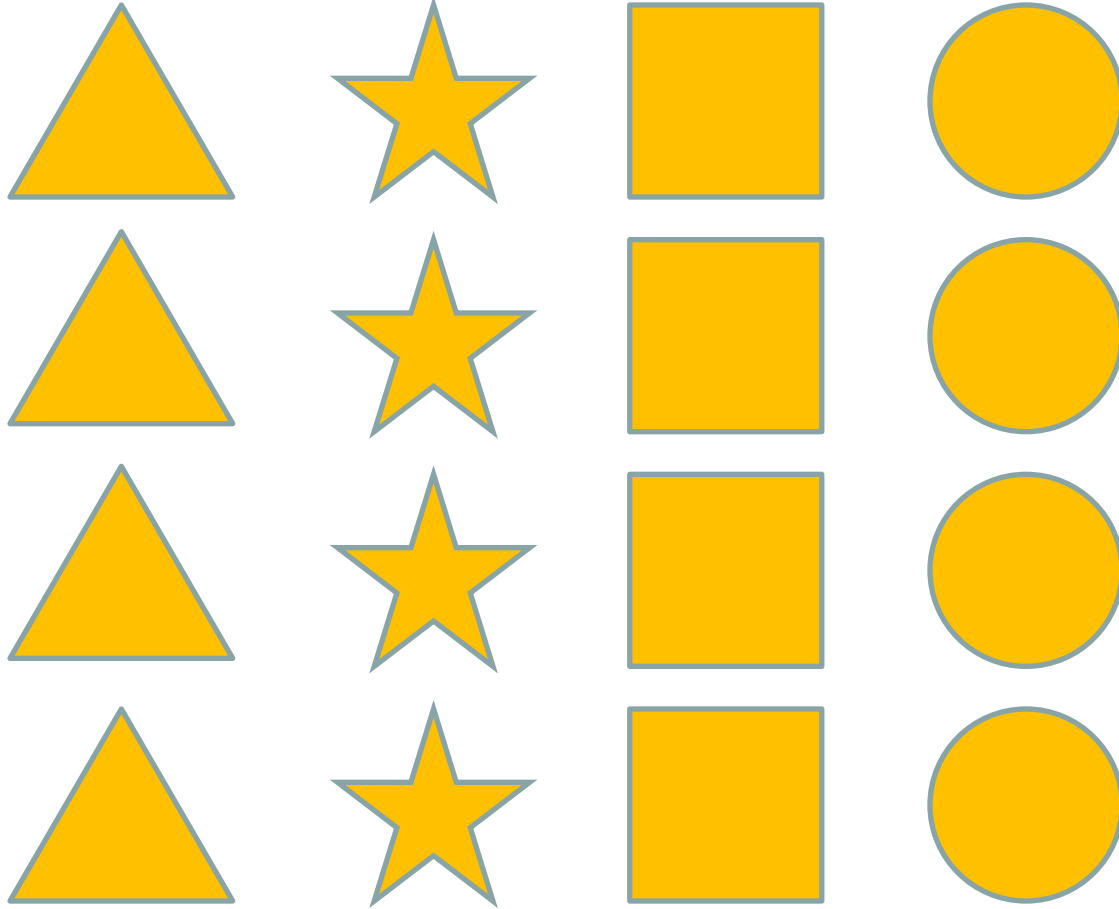
/ʃeɪp/ [sheyp] noun, verb, shaped, shap·ing.

–noun

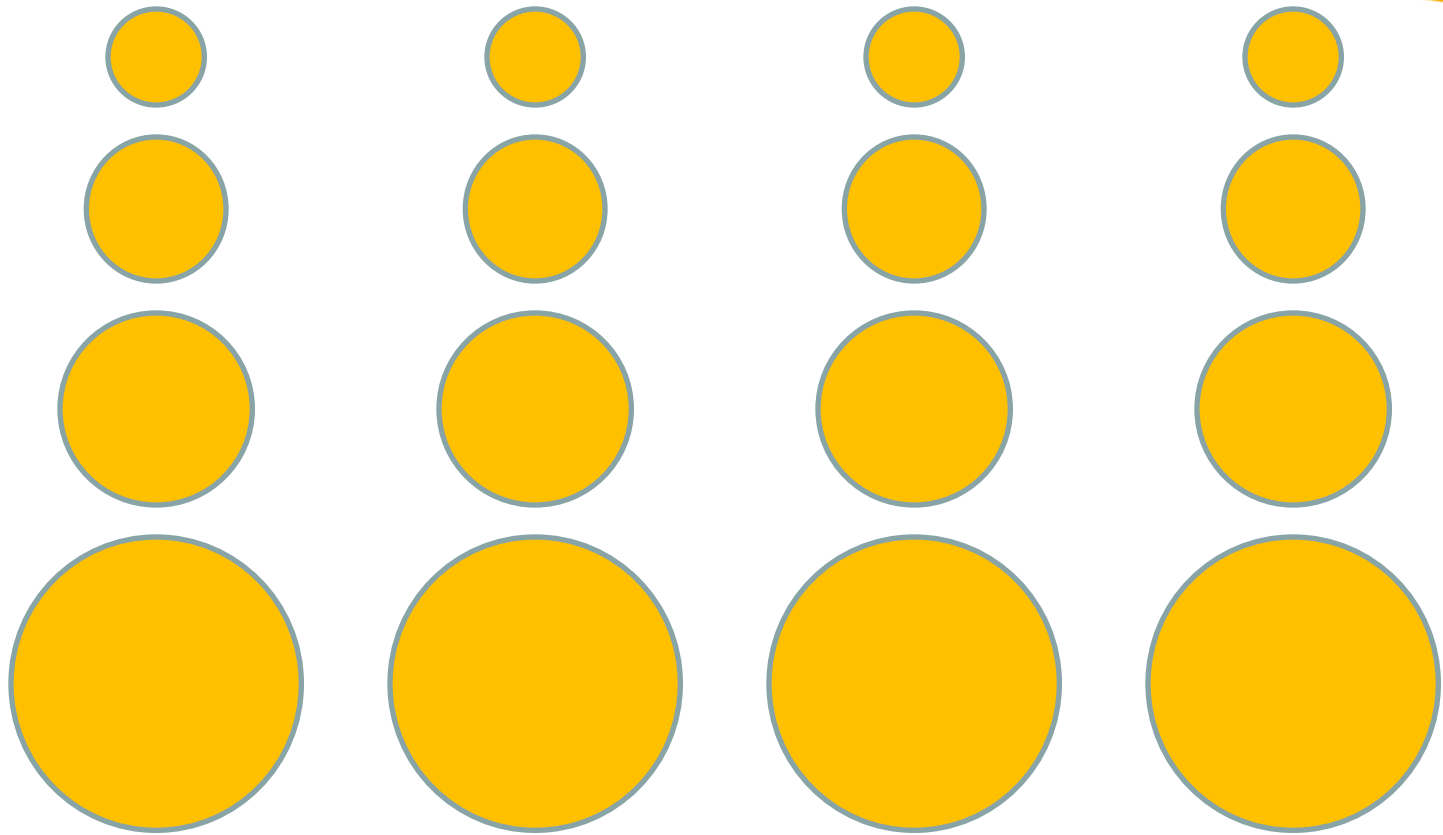
1. the quality of a distinct object or body in having an external surface or outline of specific form or figure.
2. this quality as found in some individual object or body form: This lake has a peculiar shape.



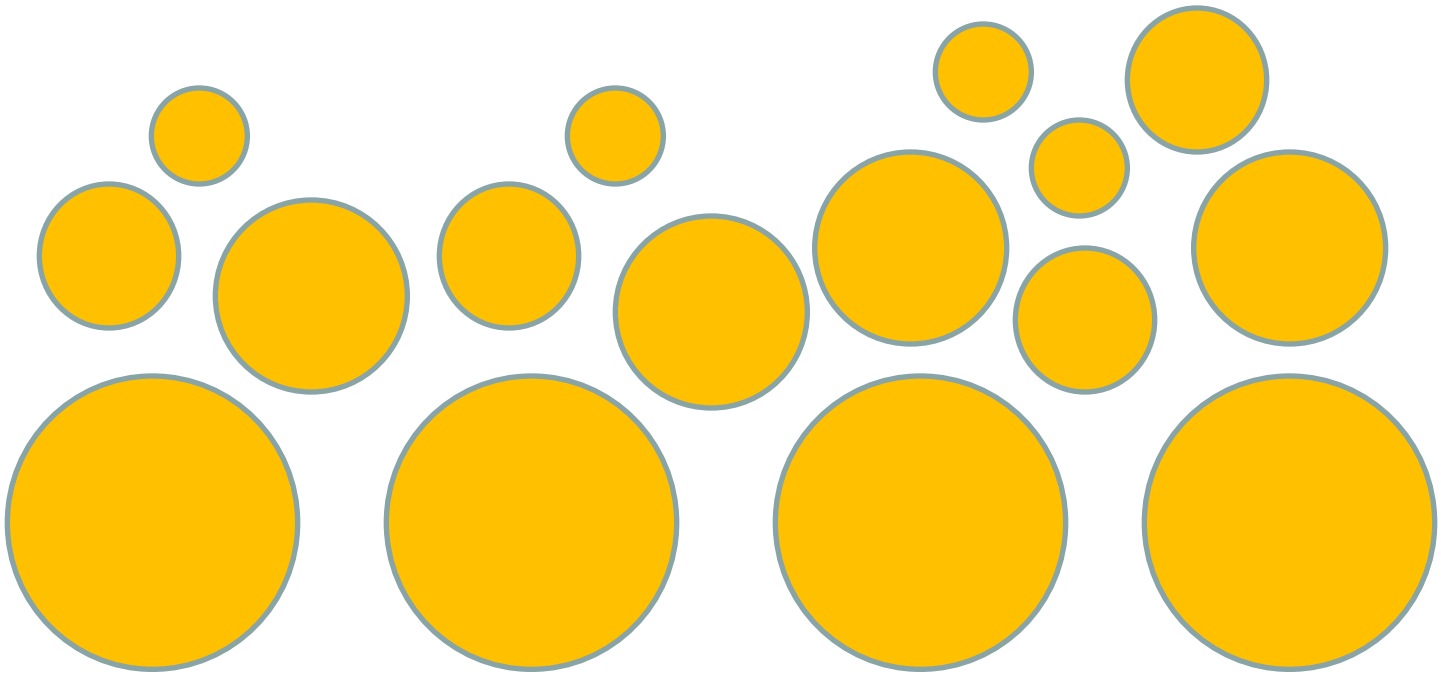
RANDOM SHAPES can work, but it does need to be well thought out and “purposefully random” (see **RANDOM COORDINATION**)



LIKED-SHAPED ITEMS with LIKE-SHAPED ITEMS. These don't always need to be the identical item, either. Think outside of the box (or triangle or circle). Things with corners, edges can go together. Points. Flat. Multi-dimensional.



GROUPING LIKE SHAPES in MULTIPLE SIZES works really nicely.



And the mixed SIZES of the same SHAPE can be make for interesting presentations.



**Working with same product
in multiple sizes**



Similarly shaped/type of product



◀ ◯ ◻ SIZE & SHAPE ◻ ◯ ▶

- Repetition in shapes can be aesthetically pleasing
- Mix it up with texture, color, and size
- Multiples of the same shape can be highly appealing



GROUPINGS



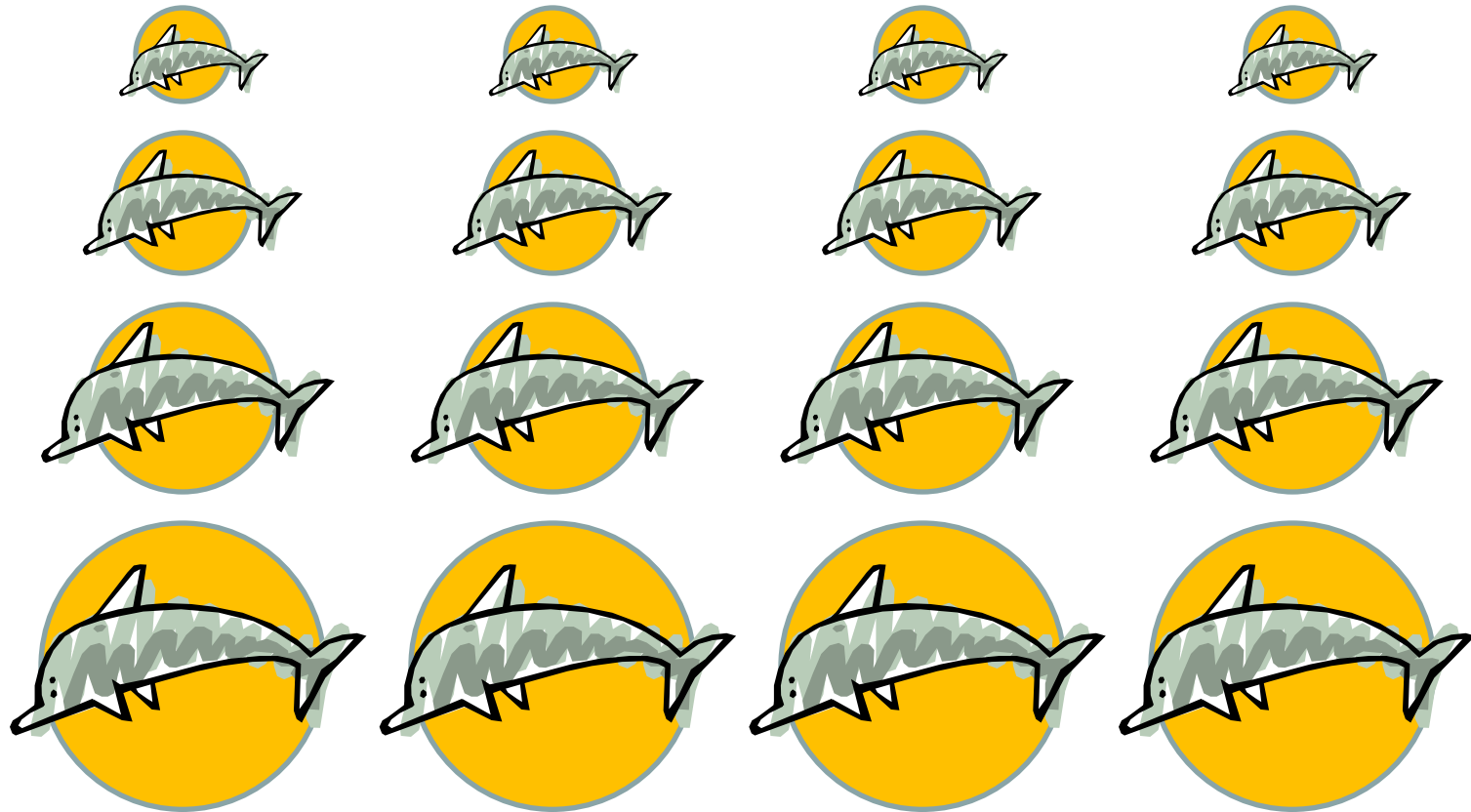
group·ing

/ˌgrʊpɪŋ/ [gloo-ping]

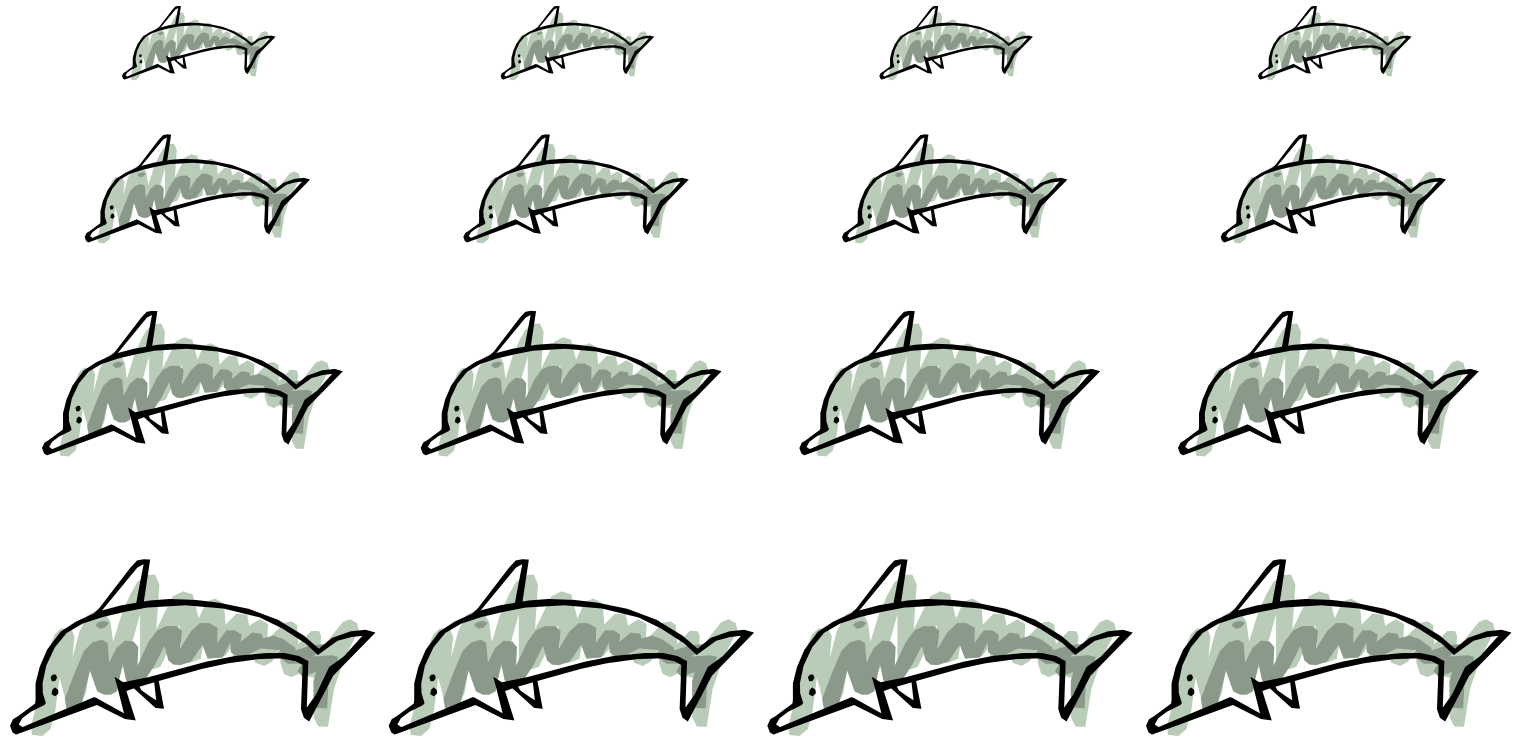
–noun

1. an act or process of placing in groups.
2. a set or arrangement of persons or things in a group.

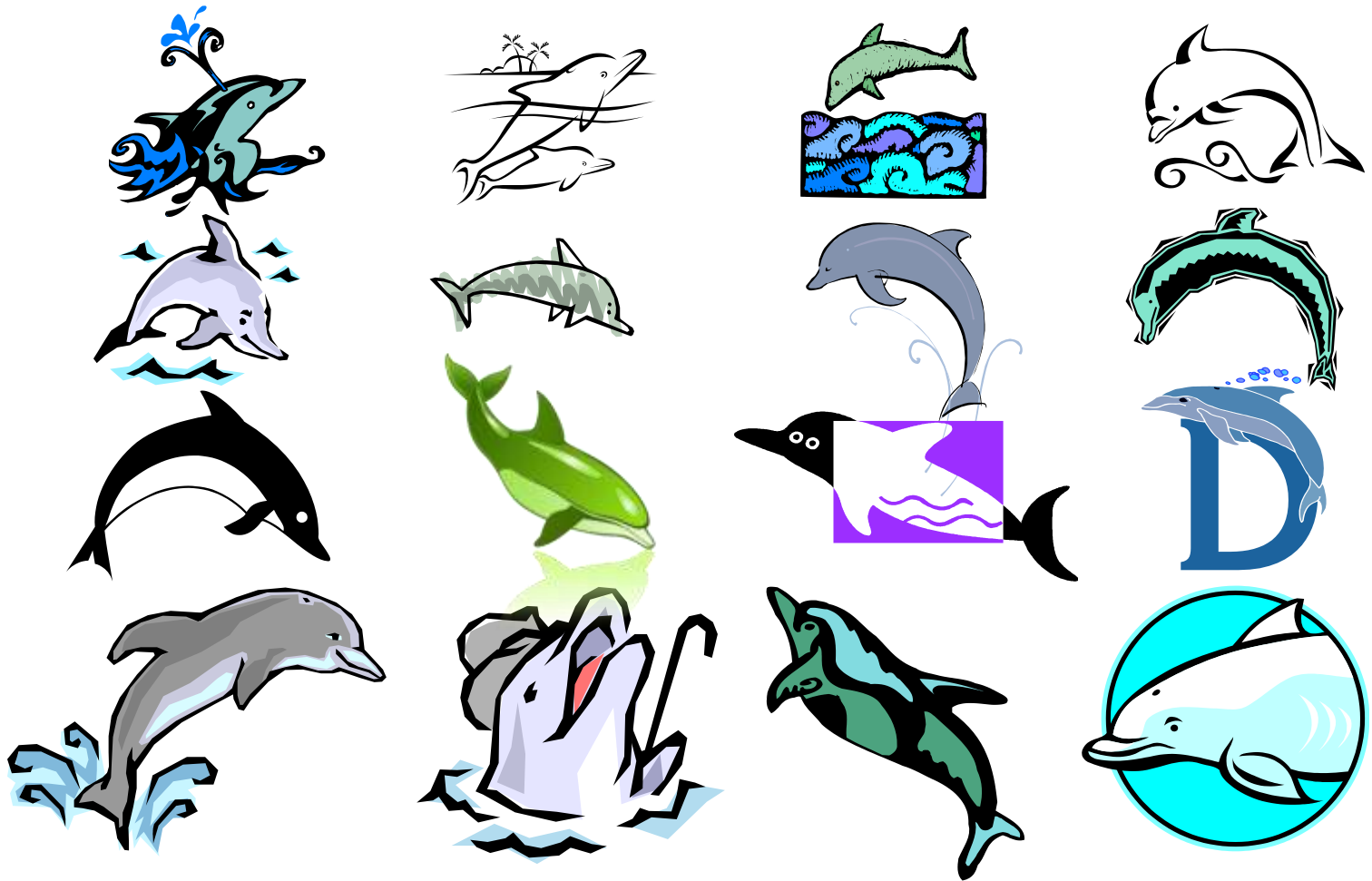
Dictionary.com



GROUPING the same product in mass can be very effective, as can grouping the same type of product.



GROUPING the same product can be very impactful. Look for areas that may be low profile in your store. This could be a great way to create strong interest.



GROUPINGS need not always be like product. It can also be similarly themed items; branded t-shirts with other branded products, glassware all together, or a wall of sweatshirts. Think “postcard rack” where all the items are postcards, but may have very different pictures or plush where it is all the same animal, but different variations.



**Various groupings based on
Texture, design, product type**



Using shelving to show design pattern





GROUPINGS

- Like things with like things engages people who collect or have a passion for a particular item
- Seeing themed product together is eye-catching
- Gives guests the chance to variety of price, size, color, texture, and price point



RANDOM COORDINATION



ran·dom

/rændəm/ [ran-duhm]

–adjective

1. proceeding, made, or occurring without definite aim, reason, or pattern: the random selection of numbers.

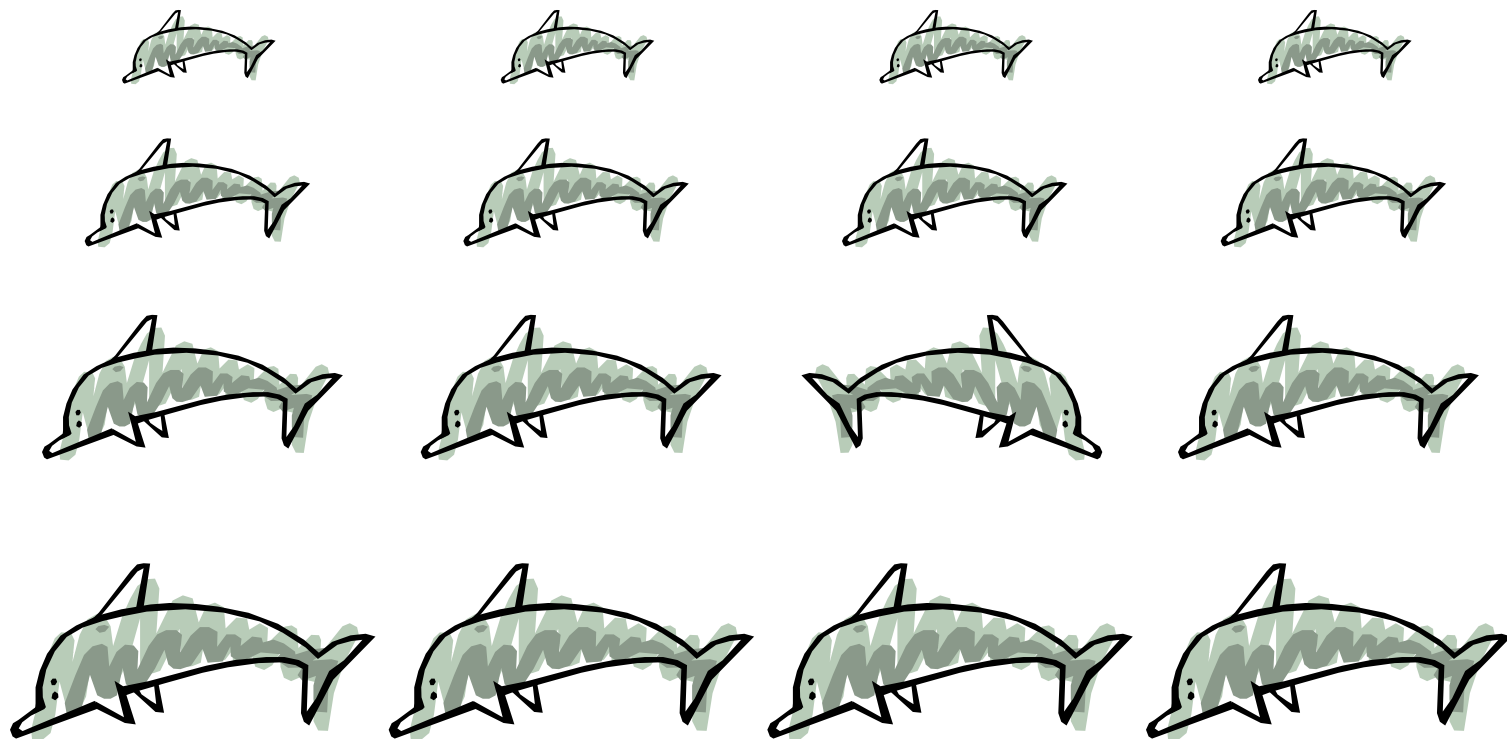
co·or·di·na·tion

/kɔːrdnəʃən/ [koh-awr-dn-ey-shuhn]

–noun

1. proper order or relationship.

Dictionary.com



RANDOM COORDINATION is making a purposeful choice to make something appear off, awkward, or out-of-place. It speaks to the curiosity of the guest and will draw them over.



Mixing different sizes of the same product can also use **RANDOM COORDINATION** effectively.



Throwing a different size in among a single size also provides so unexpected interest.



Examples of drawing the eye

Having a product that is of the same type, but of a different color or turned in a contrary position can be a subtle, yet effective attention grabber. Guests have a tendency to approach to see what appears out of place and many will pick up that item. Sometimes just getting the product in their hands can result in a sale.



RANDOM COORDINATION



- “One of these things is not like the others”
- Gives guests a cause to double-take
- Encourages them to touch something
- Strong visual impression
- Good opportunity for use of humor




SIGNAGE



sign·age

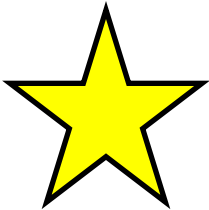
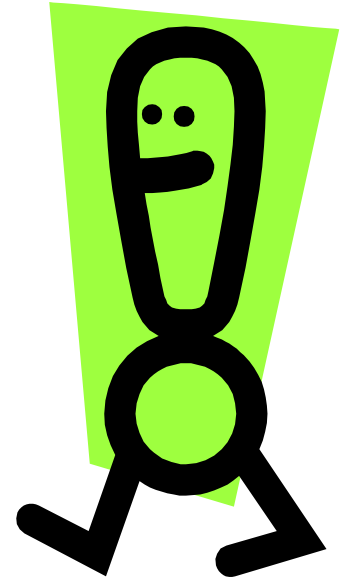
/ˌsaɪnɪdʒ/ [sahy-nij]

–noun

graphic designs, as symbols, emblems, or words, used esp. for identification or as a means of giving directions or warning.

Dictionary.com

\$ALE!



SIGNAGE can highlight product effectively, drawing attention to a specific area or product.



Use of a strong element, such as footprints on the floor, can draw people toward an identified area. The same can be true of using something hanging from the ceiling or small shelf signs designed to lead the guests and entice natural curiosity.



SIGNAGE

- Inexpensive way to direct guests to identified product
- Highlights specials (new items, sale items, branded, unique)
- Adds impact to your environment
- Can be mysterious, intriguing, inviting
- Gives guests a focal point for purchasing



INCORPORATING THE 5 SENSES



sense

/sɛns/ [sens] Show verb, sensed, sens·ing.

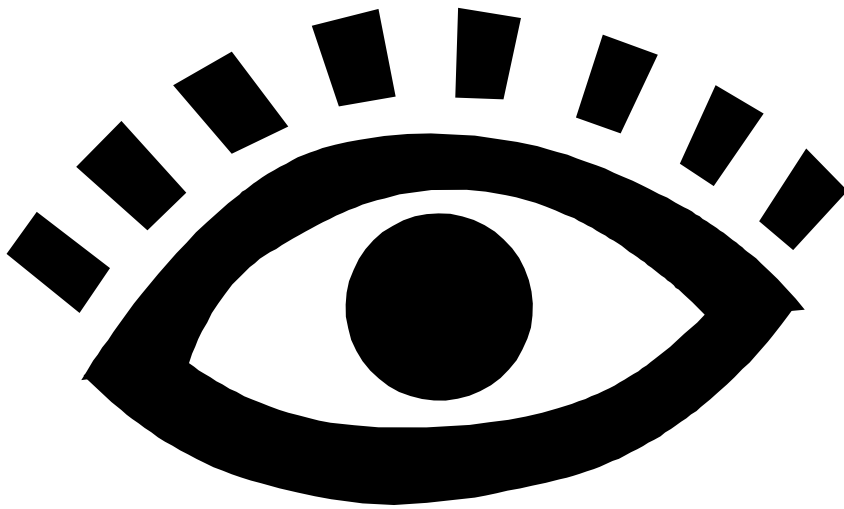
–noun

1. any of the faculties, as sight, hearing, smell, taste, or touch, by which humans and animals perceive stimuli originating from outside or inside the body.
2. these faculties collectively.
3. their operation or function; sensation.

Dictionary.com

SIGHT

What do your guests see?

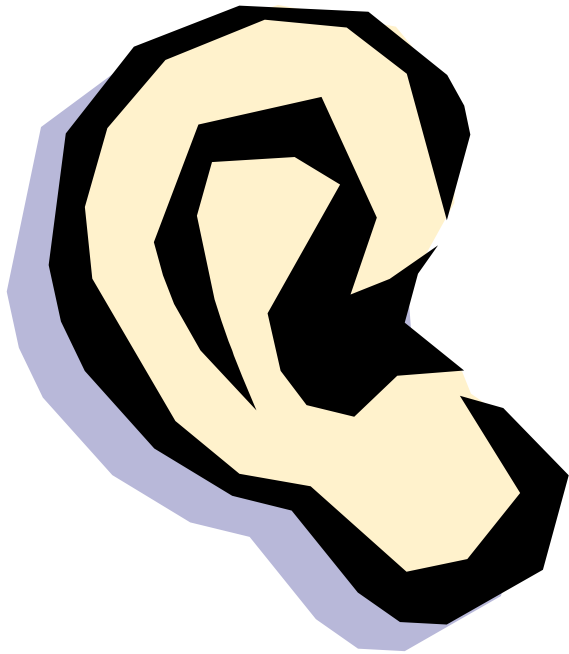


- Unusual combinations
- Themed areas
- Color-based groups
- Size variables
- Shapes
- Light refraction/reflection

Strong visuals are the natural default

SOUND

What do your guests hear?

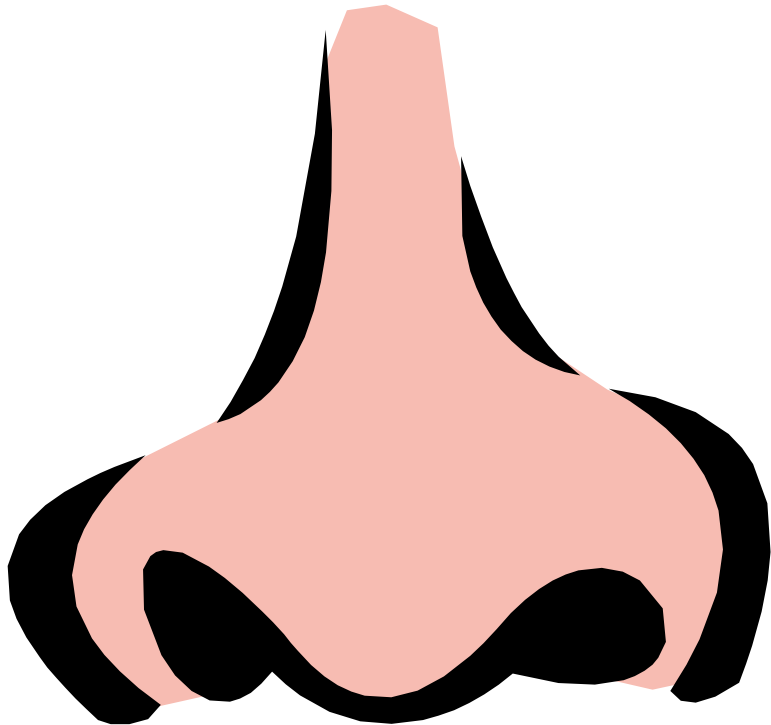


- Soundtrack
- Themed
- Ambient

The background music or sound supports the experience.

SMELL

What do your guests smell?



- Aromatics
- Incense
- Candles
- Sweets
- Florals

Makes scents...

TASTE

What can your guests taste?

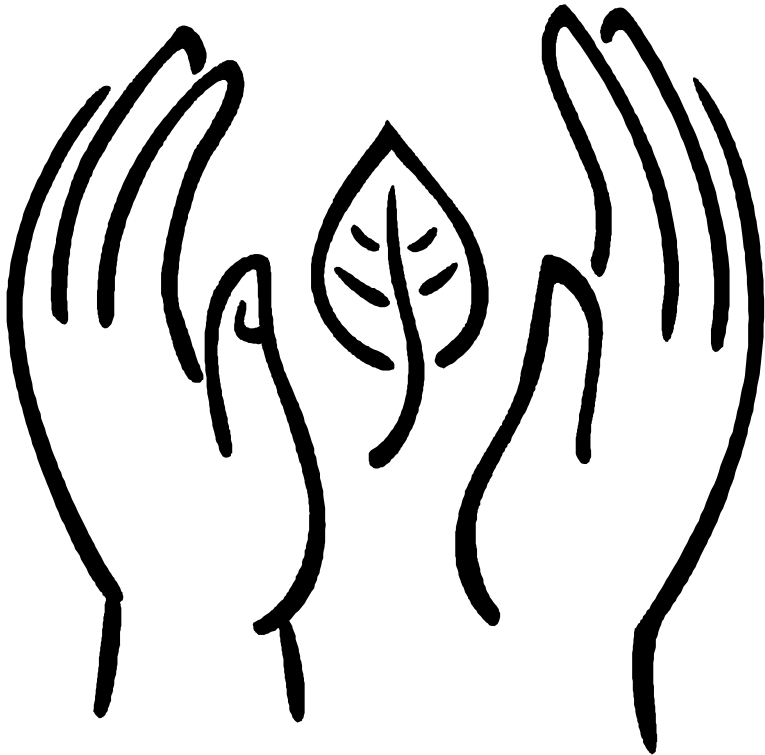


- Samples
- Scent supports the taste element

If they can taste it, they will buy it

TOUCH

What can your guests touch and feel?



- Opened product
- Invitation to touch
- Set out variations
- Strong component for tactile individuals

Guests like to touch and feel what they are buying



INCORPORATING THE 5 SENSES



- Each guest has a different strongest primary sense
- Using the senses enhances the retail experience (think post-show)
- Smell is often the most overlooked aspect, but it needs to be carefully balanced, not overpowering
- If appropriate, take single items out of boxes/plastic so people can touch and feel

→ ↓ LAYOUT ↑ ←

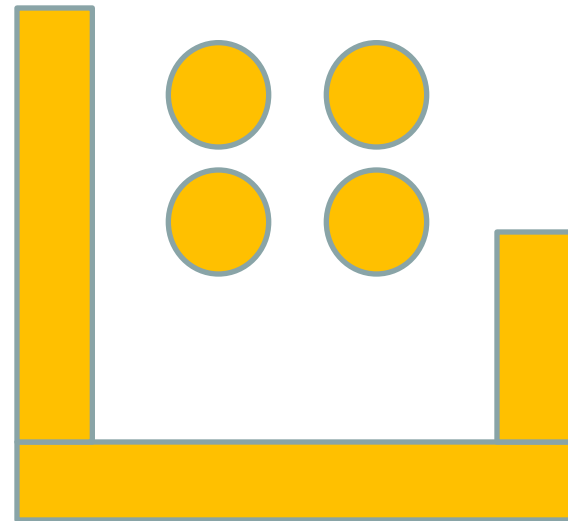
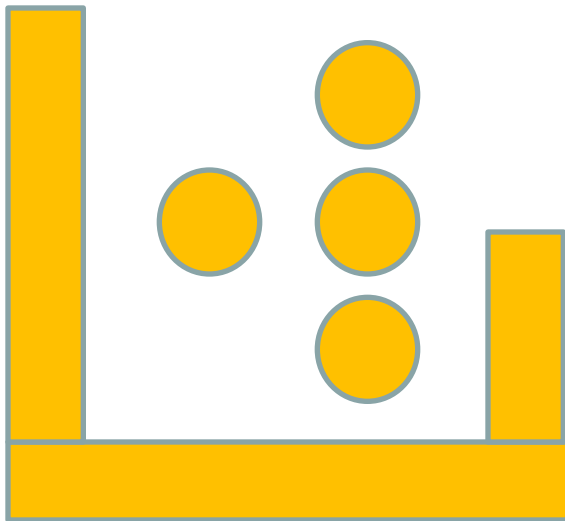
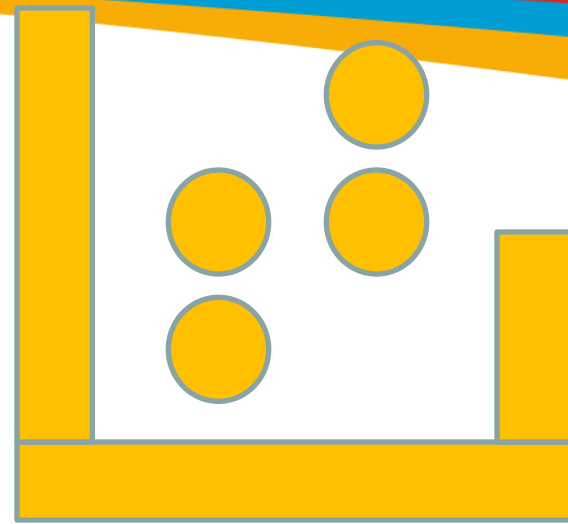
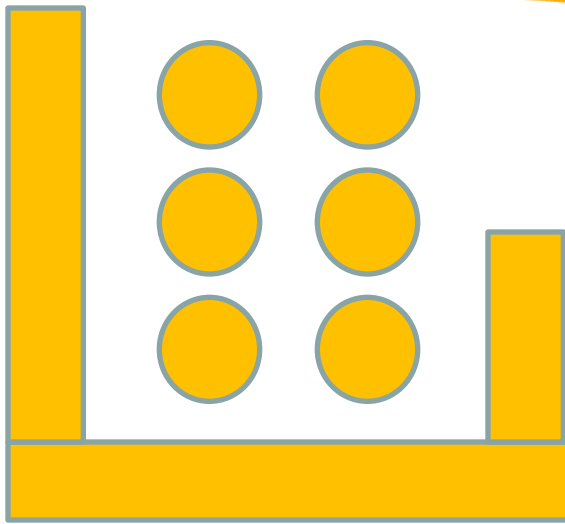
lay·out

/leɪ aʊt/ [ley-out]

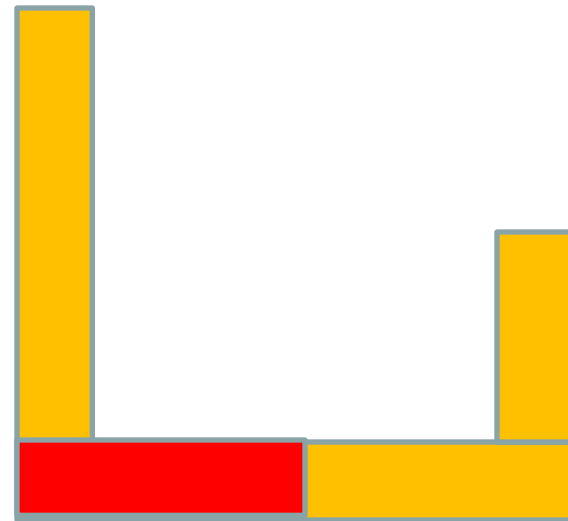
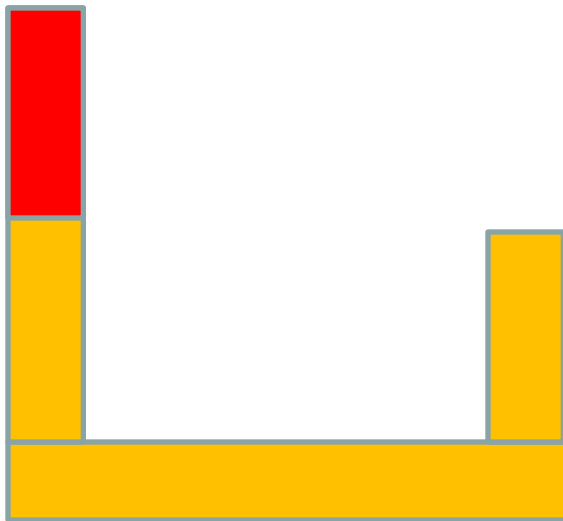
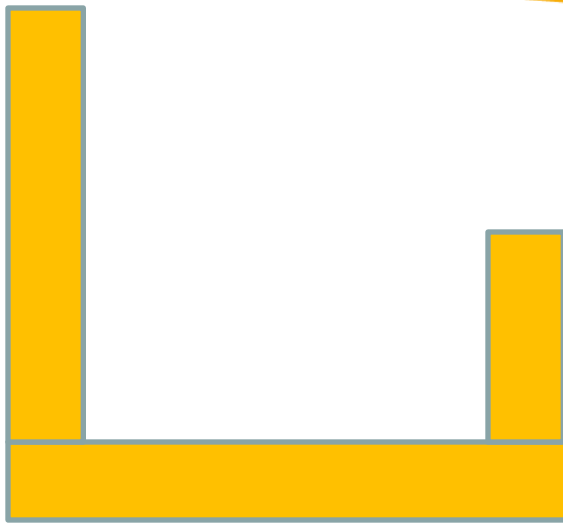
-noun

1. an arrangement or plan: We objected to the layout of the house.

Dictionary.com



VARIATIONS on a display fixture moving theme. Sometimes removing a piece will give a very different look to your layout.



Keeping your merchandise “as is” and moving an entire block can also make an impact and give you some new ideas.



Example of layouts

The photo on the left demonstrates shelf layout, color combinations (blues and silver), textural combinations (glass, pewter, porcelain, resin, and paper), theme (dolphins), and grouping combinations (collectibles, frames, books, ornaments). The photo to the right is an example of display fixtures that can be moved or removed and modified as needed through the use of hanging bars and shelves. The same is true of the shelving in the left photo, all the shelves can be moved as needed.



→ ↓ LAYOUT ↑ ←

- Gives your guests room to move
- Gives your merchandise room to breath
- Try moving a group of product to a new location first
- Consider removing or replacing display fixtures
- Play in the off-season/after hours and give it a test run

LOOK ANYWHERE & EVERYWHERE

- **GOOGLE IMAGES**
 - Merchandising
 - Displays
 - Store Windows
 - Amusement/Theme Park Shops/Stores
- **CHECK OUT RETAIL WEBSITES**
 - insightsinretail.com
 - retail.about.com (search blogs about retail)
 - retaildesigndiva.blogs.com
 - kevineikenberry.com/blogs/index.asp
 - blog.ricksegel.com
- **GO TO “SALES”**
 - Check out local advertising and see who is doing what, then go see
 - What grabs your attention?
- **WALK THE IAAPA FLOOR**

CLOSING



GROUPINGS



RANDOM COORDINATION



INCORPORATING THE 5 SENSES



LAYOUT

Ideas are good.
In fact, ideas are great.
But they are only as good as the
action put into them.



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