

agency view



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Point of purchase innovations strongly reflect the developments in internet consumer activity. The consumer is better informed and looking for more information and support than ever before. Merchandising reflects this trend, with brand messaging and communication having a much greater role.

At the top end of the market, we are witnessing a large number of thin film transistor screens in-store, which is the kind of hi-tech communication that consumers feel comfortable with. But at lower price points, brands are focused on creating presence and awareness.

Media fragmentation is a key driver behind the growth of merchandising. Budgets are being made to work ever harder, with funds being released from above-the-line campaigns and spent elsewhere in the marketing budget. Procter & Gamble, Shell and other major multinationals have led the way in this.

Our report into consumer shopping behaviour studied a series of purchasing activities nationally. It backed up the well-established fact that over two-thirds of all brand purchase decisions are taken in store.

Making an impact at the point of purchase is a key movement in the consumer journey and is classically referred to as "the first moment of truth". It has led to a growth in PoP as an important category for brands.

Multinational brands recognise the power of merchandising and display in creating a global image. In doing so, display has moved from being a store or sales-based activity to a key marketing tool.

Brands with global ambitions are investing in display. They invest even when times are hard, recognising where their marketing budget is most delivering value.