

Windsor Marketing Group recently commissioned an exclusive study with the Bentley University Center for Marketing Technology. The purpose of this study was to determine how merchandising production technology impacts consumers and to document the relative effectiveness of different production methods.

Sample Questions We Sought To Answer:

1. What makes a visual more attractive and memorable to viewers?
2. What drives enhanced taste and sensory appeal?
3. Can the right in-store visual messaging and production techniques drive sales of ancillary items?
4. How does selectively promoting a product as the 'complimentary occasion' impulse change purchasing results?

The research study compared the same visuals; two produced using traditional print techniques, like Conventional and High Definition, and another using Spot High Definition from WMG's G-trax™ system. The result is the shopper's eye is drawn from across the store and the traditional shopping pattern is disrupted.

Additionally, the research highlighted the ability of next-generation digital print to make a visual more attractive & memorable to viewers, meaning it is a good way to create sensory and appetite appeal. A series of experiments was devised in the Bentley University Center for Marketing Technology to understand how different types of signage, produced with different printing techniques, affect what the viewer sees and what the viewer recalls.

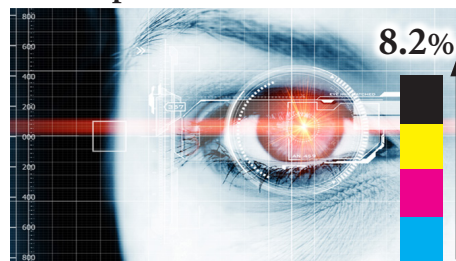
Key Findings in Study:

Spot High Definition VS. HD & Conventional Printing

Finding 1:

(Q) How quickly do consumers find what you want to sell?

Focus Speed



(A) On average Spot High Definition printing helps attract eyes to the spot or focal area 8.2% faster.

Finding 2:

(Q) How long do they look at what you want to sell?

Focus Duration



(A) On average Spot High Definition printing focuses the eye on that spot or focal area 15.3% longer.

Finding 3:

(Q) Can I use this to sell premium items?

Up-sell Purchase Intent



(A) Selling a higher-priced or premium version of an item, like a deluxe pizza, increased by 28.7% on HD vs. Spot High Definition and 59.7% on Conventional vs. Spot High Definition.

Finding 4:

(Q) Can I use this to sell add-ons?

Ancillary Item Purchase Intent



(A) On average, consumers are 8% more likely to purchase an ancillary item, merchandised together with a primary item, when printed with Spot High Definition.

When taken together, these metrics are indicative of a compelling case for the effectiveness of utilizing WMG's Spot High Definition printing on merchandising elements.

Implications:

The implication of this research for retailers is that a store manager can impact the speed in which a sign is noticed, the consumers' focus on a particular product and how long they focus on the sign. This then translates into favorable purchase intent, and when used to promote premium or add-on items, can build basket size. Also, selectively promoting products at the "complimentary occasion" results in the "not sure why but I want to buy that" impulse effect with shoppers.

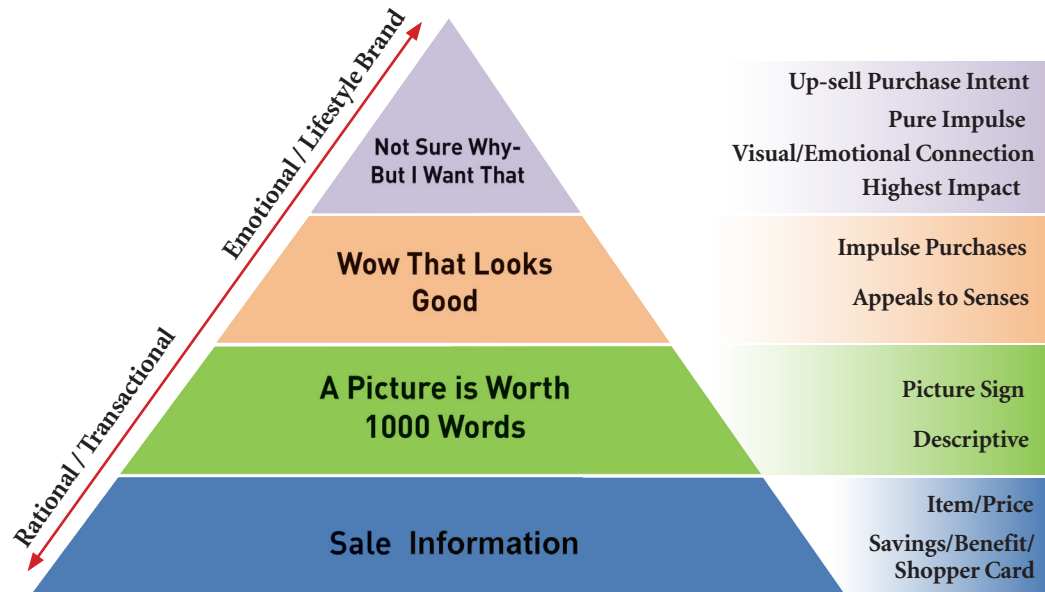
WMG took the findings of this study and developed its unique "Hierarchy of Signage". This is a practical tool, grounded in this innovative research that we use to make merchandising recommendations to our clients. We also use it to help our clients understand the impact differences between different types of merchandising.

The WMG Difference:

As we bring in-store marketing solutions to our clients, we are working to achieve different objectives. We reference our "Hierarchy of Signage" to evaluate how best to accomplish these objectives, and make appropriate recommendations to our clients. The proof is in the effectiveness; our clients know they can count on WMG for sound, insight-based solutions.

Hierarchy of Signage

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— WANT TO —
Learn More?

To learn more, contact Windsor Marketing Group. We'll show you how the Hierarchy of Signage can help drive sales. We can meet with you to provide examples of what each of the levels in our Hierarchy of Signage look like, especially our exclusive G-trax Spot Hi-Definition technology.



For more information on this exclusive technology and how it can benefit your business. Please visit:
www.windsormarketing.com or call us at 1-800-243-2747

A visual merchandising piece using Windsor Marketing Group's G-trax™ System Spot HD has the greatest impact on the consumer. This research led to the development of our in-store marketing effectiveness execution model; "Hierarchy of Signage", which we employ when developing client solutions.

