

Chapter 18 Vocabulary

Write definition and one sentence for each word in a Word document or notebook.

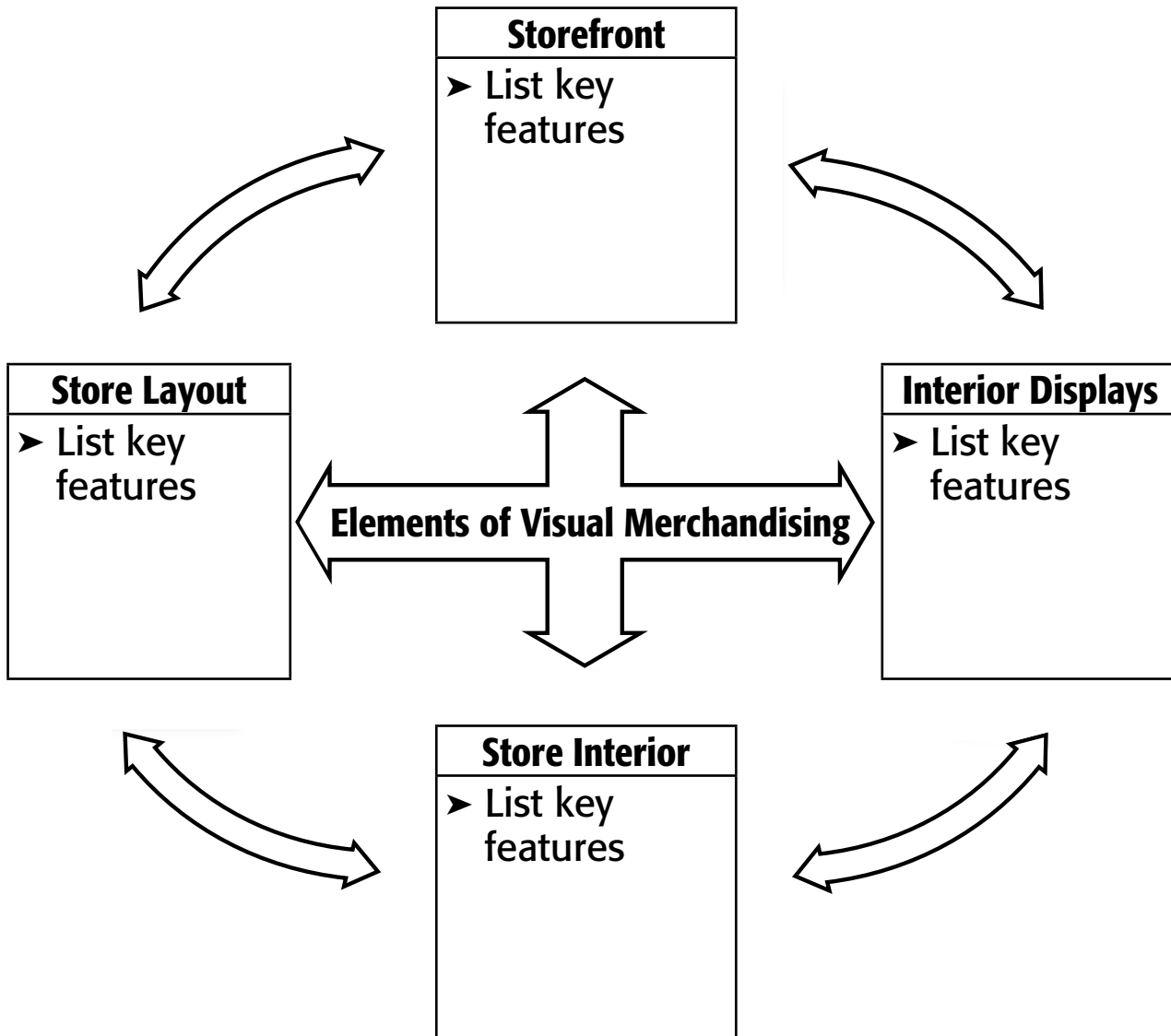
1. Visual Merchandising
2. Display
3. Storefront
4. Marquee
5. Store Layout
6. Fixtures
7. Point-of-Purchase Displays
8. Interactive Kiosk
9. Props
10. Color Wheel
11. Complementary Colors
12. Adjacent Colors
13. Triadic Colors
14. Focal Point
15. Proportion
16. Formal Balance
17. Informal Balance

Chapter 18 Visual Merchandising and Display

Section 18.1 Display Features

Section Graphic Organizer

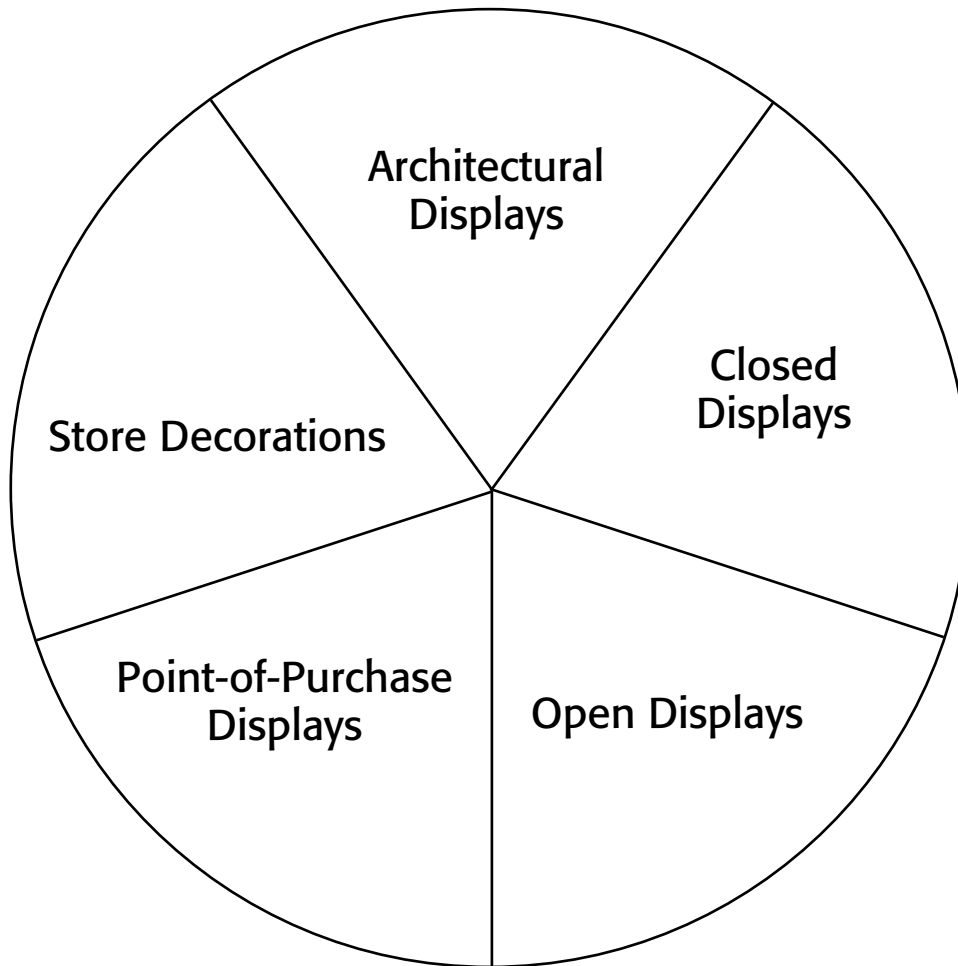
Directions Use this scorecard to list the key features of each merchandising element.



Chapter 18 Visual Merchandising and Display

Types of Interior Displays

Directions Use this graphic organizer to review and evaluate different types of sales displays.



Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design

Section Graphic Organizer

Directions Use this process chart to list in order the steps to create a display.

Steps to Create a Display

Step 1	Step 2	Step 3
Step 4		Step 5

Chapter 18 Visual Merchandising and Display

Elements of Design

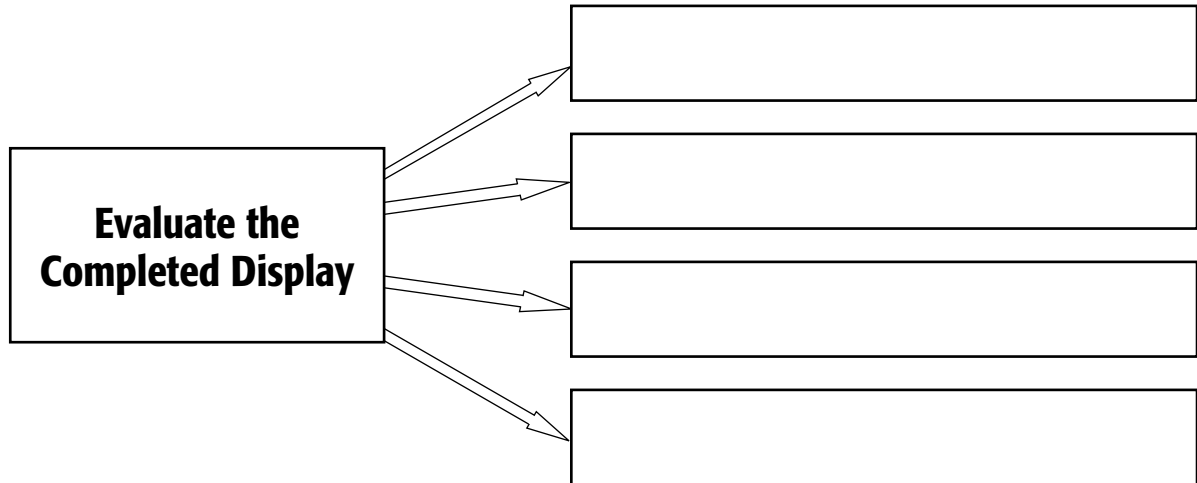
Directions Use this graphic organizer to describe and give examples of artistic elements.

Element	Description	Example
Shape		
Direction		
Texture		
Proportion		
Balance		

Chapter 18 Visual Merchandising and Display

Evaluating a Display

Directions Use this graphic organizer to list questions that should be asked when evaluating a display.



Marketing Essentials



Chapter 18

visual merchandising and display

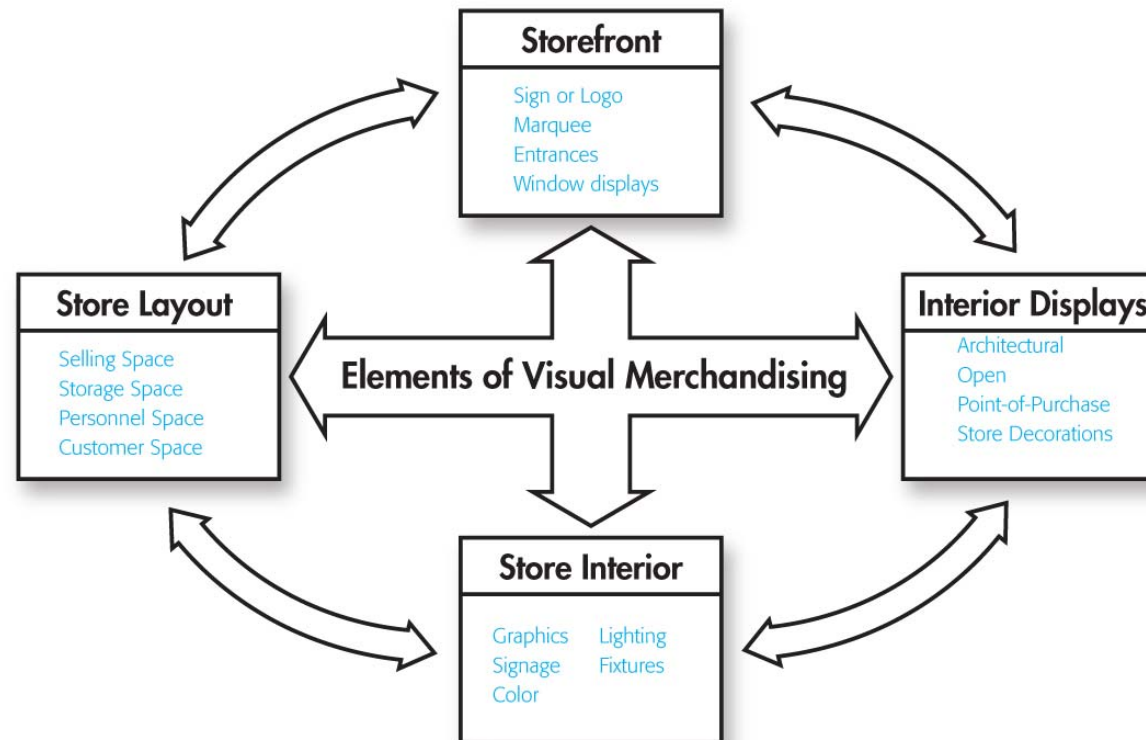
Section 18.1 Display Features

Section 18.2 Artistic Design

Display Features

Graphic Organizer

Visual Merchandising Element Features



Visual Merchandising and Display

The term visual merchandising is not the same as display.



visual merchandising

Coordinating all the physical elements in a place of business to project an image to customers.



display

The visual and artistic aspects of presenting a product or service to a target group of customers to encourage a purchase.

Display Features

Visual Merchandising an Display

The Role of Visual Merchandisers

Build the overall business or brand image.

Design, create, and maintain design elements of the building and displays.

Promote the business's image and sales of its products or services.

Attract customers to a business and keep them coming back.

Create an inviting selling space.

Elements of Visual Merchandising

Storefront

Signs

Marquee

Entrances

Window Displays



storefront

A business's exterior, including the sign, marquee, outdoor lighting, banners, awnings, windows, and exterior design of the building.



marquee

A canopy that extends over a store's entrance.

Elements of Visual Merchandising

Store Layout

Selling Space

Storage Space

Personnel Space

Customer Space



store layout

Ways that stores use floor space to facilitate and promote sales and serve customers.

Elements of Visual Merchandising

Store Interior

Graphics, Signage,
Color, and Sound

Lighting

Fixtures



fixtures

Permanent or movable store furnishings that hold and display merchandise.

Elements of Visual Merchandising

Interior Displays

Architectural Displays

▶ Model rooms

Closed Displays

▶ Touching merchandise is not permitted

Open Displays

▶ Touching merchandise is permitted

Point-of-Purchase Displays (POPs)

▶ Temporary or permanent

▶ Informational

▶ Interactive kiosks

Store Decorations

▶ Seasonal



point-of-purchase display (POP)

A stand-alone structure that serves as a customer sales promotion device.



interactive kiosk

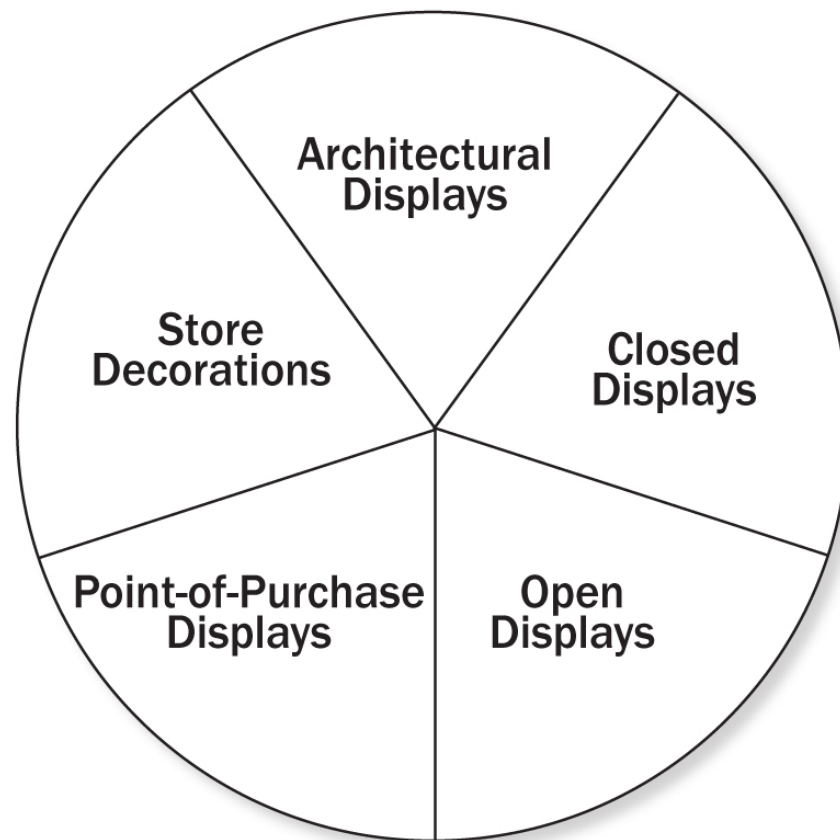
An interactive point-of-purchase display that is a free-standing, full-service retail location.

Elements of Visual Merchandising

Graphic Organizer

Which type of display would you use if you were interested in protecting valuable merchandise?

Which type is likely to generate the most sales?



Artistic Design

Graphic Organizer

Steps to Create a Display

Step 1

Select merchandise
for display

Step 2

Select the type of
display

Step 3

Choose a setting

Step 4

Manipulate the
artistic elements

Step 5

Evaluate the
completed display

Display Design and Preparation

Steps to Create a Display

1**Select Merchandise for Display**

- ▶ **Be visually appealing**
- ▶ **Attract customers**
- ▶ **Merchandise must be seasonally appropriate**

Display Design and Preparation

Steps to Create a Display

2

Select the Type of Display

- ▶ One-item display
- ▶ Similar-item display
- ▶ Related-product display
- ▶ Assortment or cross-mix display
- ▶ Props
 - Decorative or functional



props

Properties that are items or physical objects that hold the merchandise on display or support the display setting.

Display Design and Preparation

Steps to Create a Display

3**Choose a Setting**

- ▶ **Realistic**
- ▶ **Semi-realistic**
- ▶ **Abstract**

Display Design and Preparation

Steps to Create a Display

4 Manipulate the Artistic Elements

- ▶ Line
- ▶ Color
 - Color wheel
 - Complementary colors
 - Adjacent colors
 - Triadic Colors
- ▶ Shape
- ▶ Direction
 - Focal point
- ▶ Texture

continued



color wheel

Illustrates the relationships among colors.



complementary colors

Colors that are opposite each other on the color wheel and create high contrast.



adjacent colors

Those that are located next to each other on the color wheel and share the same undertones; also called analogous colors.



triadic colors

Three colors equally spaced on the color wheel, such as red, yellow, and blue.



focal point

An area in a display that attracts attention first.

Display Design and Preparation

Steps to Create a Display

4**Manipulate the Artistic Elements**

- ▶ **Proportion**
- ▶ **Balance**
 - **Formal balance**
 - **Informal balance**
- ▶ **Motion**
- ▶ **Lighting**

**proportion**

The relationship between and among objects in a display.

**formal balance**

Created in a display by placing large items with large items and small items with small items.

**informal balance**

Achieved in a display by placing several small items with one large item within the display.

Display Design and Preparation

Steps to Create a Display

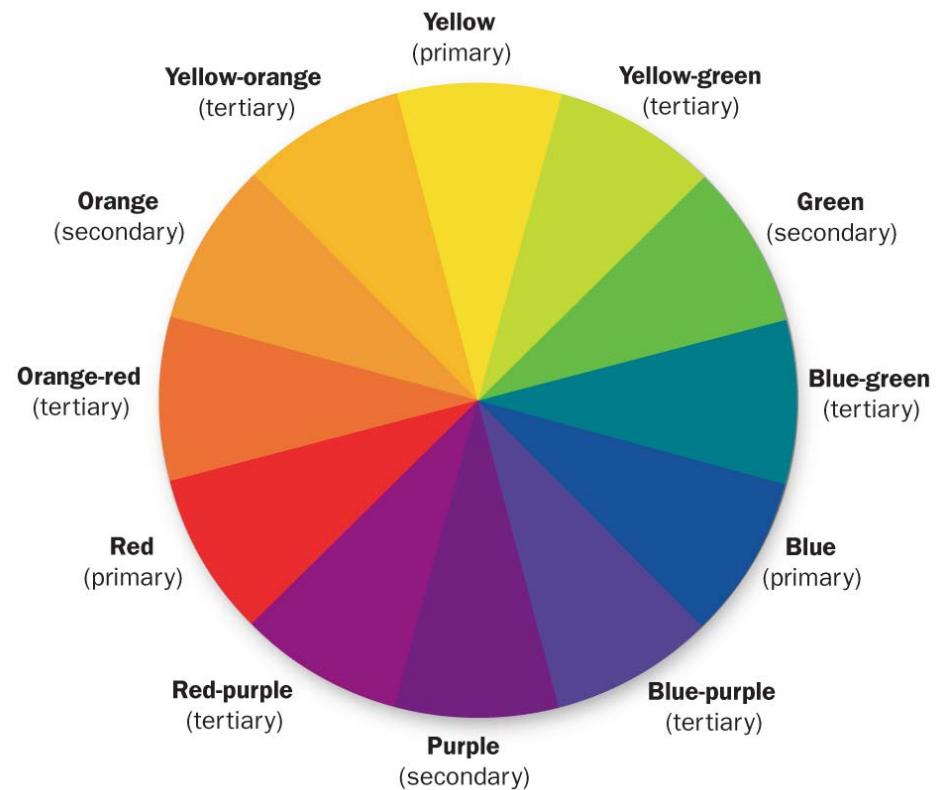
5**Evaluate the Completed Display**

- ▶ Is the store's image enhanced?
- ▶ Does it appeal to customers?
- ▶ Does it promote the product in the best way possible?
- ▶ Is the theme creatively applied?
- ▶ Is the signage appropriate?
- ▶ Was the result pleasing?

Display Design and Preparation

Graphic Organizer

Choose two complementary colors, two adjacent colors, and three triadic colors.



Display Design and Preparation

Graphic Organizer

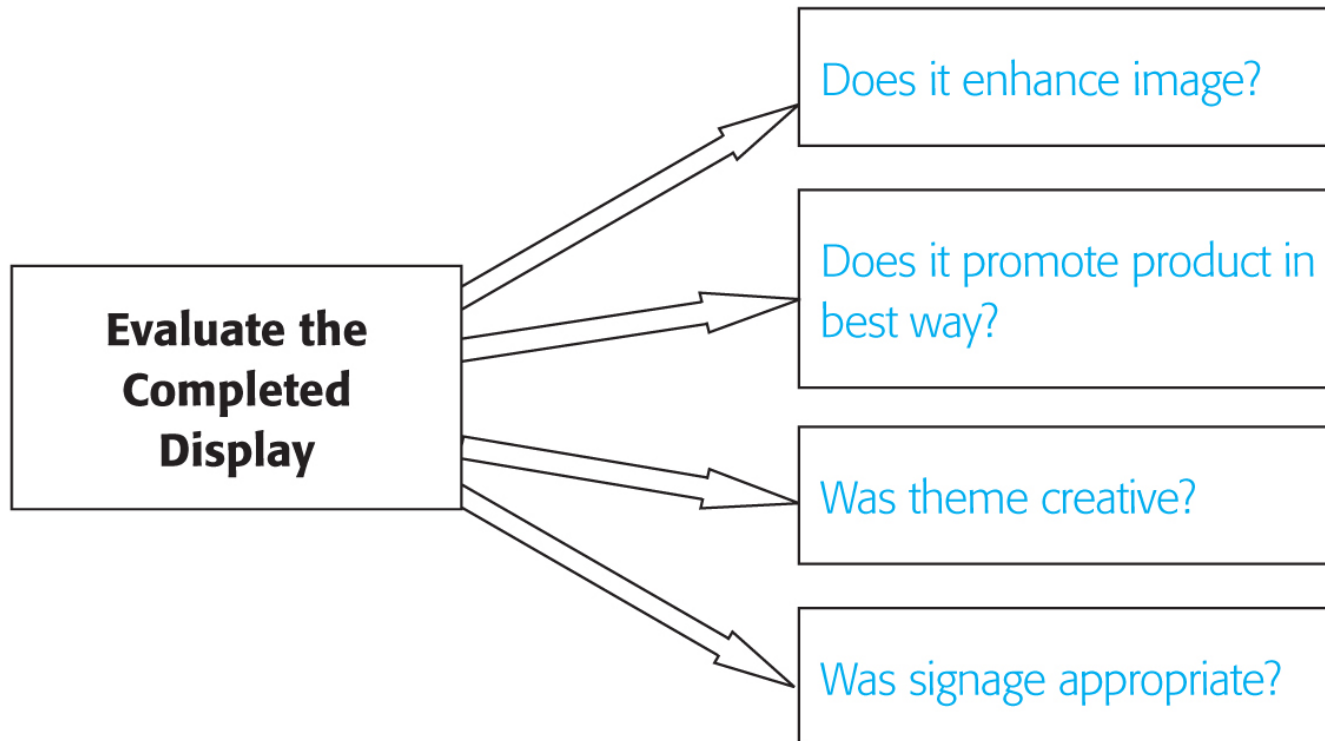
Fill in the Blanks for Each Artistic Element

Element	Description	Example
Shape	Physical appearance or outline of a display	Square, circle, triangle
Direction	Way viewer's eye is moved	Repetition, lighting, pattern of organization
Texture	Surfaces in a display	Rough, smooth
Proportion	Relationships between display objects	Sizing merchandise so that it dominates
Balance	A sense of visual equality	Formal, informal

Display Maintenance

Graphic
Organizer

Evaluate the Completed Display



Marketing Essentials



End of Chapter 18

visual merchandising
and display

Section 18.1
Display Features

Section 18.2
Artistic Design

Chapter 18 Visual Merchandising and Display

Section 18.1 Display Features



Study Skills Improving Vocabulary

Directions Read the tip on improving vocabulary. Then read each sentence, noting the underlined word or phrase. Then, from the four choices that follow, select the term that could best replace the underlined text. Circle your choice.

Improving Vocabulary

- Be alert for new or specialized vocabulary words and terms as you read your textbook. Keep track of them in your notebook and review them until they become part of your language.

- The total exterior of a business includes the entranceways, display windows, marquee, and the design and setting of the building itself.
display entrance layout storefront
- The exhibit of spring clothing was visually appealing to customers.
display formal balance marquee store layout
- Placing large items on each side creates a regular arrangement in a display.
direction formal balance informal balance proportion
- A canopy extends out over a store's entrance.
banner marquee storefront signs
- The floor space allocation is used to facilitate sales and serve the customer.
display storefront store layout personnel space
- Red and green are opposite colors and create great contrasts.
adjacent colors complementary colors analogous colors transparent colors
- The coordination of all the physical elements projected the right image to the customers.
direction display shape visual merchandising
- Props and signs should always be in the correct relationship to the merchandise.
aisles direction line proportion
- Blue and green are located next to each other on the color wheel and blend well.
adjacent colors matching colors complementary colors transparent colors
- The object used to display a store's name should be original and easily recognizable.
billboard exterior sign spectacular
- The interactive point-of-purchase display is playing an increasingly important role in sales merchandising.
fixture interior display kiosk window display
- The strongest visual element of a display attracts the viewer's attention first, above all else.
direction focal point informal balance line

Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design



Real-World Application Case Study

Taking a Different Approach In a major departure from its established merchandising approach, the Walgreen Company has made a shift from strip mall to stand-alone stores. Although Walgreens had historically steered clear of competition with major grocery and discount stores, the company's new strategy puts it in direct competition with discounting behemoths and is so far producing profitable results. Research shows the typical Walgreens customer spends only about \$10 per visit and stays in the store only 14 minutes.

By leasing strip-mall space, the company avoided huge cash outlays when opening stores, and could count on each store being profitable very quickly. A freestanding store can cost \$3 million to build and usually takes two to three years to show a profit. Even so, the Walgreen Company has been aggressive in its move to freestanding stores. In 1992, only 230 Walgreens stores were stand-alones; today, half of the 3,051 Walgreens stores in 43 states are freestanding.

The new Walgreen stores, at approximately 15,000 square feet, are miniscule compared to the typical Walmart, which can top 150,000 square feet. However, the Walgreen Company is banking that they can attract customers with conveniences, such as 24-hour drive-through, and by ensuring customers have a quick, hassle-free visit.

One new store in Buffalo Grove, Illinois, is close to both a Jewel/Osco supermarket and a Walmart. This prototype store showcases the company's new store design strategy. The new store has wide aisles and a center aisle for prominent display of seasonal items. The store carries a larger assortment of high-margin food items like snacks, cereals, and frozen foods than the Walgreens strip-mall stores. The company's core business remains prescription drugs, and the company has an e-commerce pharmacy to increase customer convenience and prescription drug sales.

Research by the store design firm Retail Design Associates showed that improved theme, colors, lighting, and signage can improve a store's sales from 10 to 300 percent. Effective store design can entice shoppers into a store; the right mix of merchandise and competitive prices can keep them as customers. The Walgreen Company has seen the concrete proof of this theory. Customer traffic in strip-mall stores that were converted to stand-alones increased 10 percent. More importantly, store revenue in those same stores increased 30 percent.

Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design



Real-World Application

Case Study *(continued)*

Directions Answer these questions about the case study.

1. Explain why the Walgreen Company is changing its store location to compete more directly with large supermarkets and discount stores.

2. The look of every store should conform to customer expectations. What would you suggest to a retailer considering a store design change?

3. Speculate on why the Walgreen Company is willing to take the risk of moving its stores away from strip-malls.

4. In tough economic times, retailers often decide to cut back on staff or inventory, but are reluctant to skimp on store design. Explain this decision and some possible problems it may create.

Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design



Study Skills

Improving Your Attitude

Directions Read the tips for improving your attitude. For each series of items, circle the one that does not belong. Then write a sentence or two explaining your choice.

Improving Your Attitude

Attitude plays a big role in how well you study for and perform on tests.

- Be patient with yourself and understand that learning takes time.
- Believe that what you are studying will have long-term benefits in your chosen career.
- Remember that you will always have opportunities to improve.

1. advertising interior displays storefront store layout store interior

2. entrances marquee store layout window displays

3. dressing rooms personnel space restaurant space recreational areas for children

4. fixtures floors interior displays store layout walls

5. abstract setting color direction line proportion

6. adjacent complementary color lighting

7. balance formal informal proportion

Chapter 18 Visual Merchandising and Display



Test-Taking Practice Test

Directions Study the Test-Prep Tips and think about how you can use them to improve your test scores. Take the practice test. Circle the letters of all the choices that accurately complete each of the following sentences.

Test-Prep Tips

- Read all of the answer choices for the test questions before choosing your answer.
- Think about how the answer choices are related. Look for the connections among them.

1. Which is the most important goal of visual merchandising?
 - a. to use bright colors and bold designs effectively
 - b. to create a positive shopping environment
 - c. to enhance customer convenience
 - d. to create an attractive storefront
2. Which list includes the four aspects of store layout?
 - a. selling space, storage space, personnel space, and customer space
 - b. landscaping, ambience, convenient location, and bold graphics
 - c. entrances, exits, window displays, and signage
 - d. color, graphics, lighting, and paint
3. Well-designed interior displays are most important because they
 - a. can be used to display advertising.
 - b. encourage passersby to come into the store.
 - c. are used to promote a particular product or brand.
 - d. enable customers to make a selection without the assistance of a sales clerk.
4. Which is an example of a POP (point-of-purchase display)?
 - a. an interior display
 - b. an architectural display
 - c. a functional prop
 - d. a vending machine
5. Which term refers to a merchandising display that features garden rakes and hoes, plants, potting soil, garden gloves, and a wheelbarrow?
 - a. cross-mix of items
 - b. similar products
 - c. related products
 - d. equipment items
6. Adjacent colors are also called
 - a. vivid colors.
 - b. complementary colors.
 - c. triadic colors.
 - d. analogous colors.

Marketing Chapter 18 Study Guide

Indicate whether the statement is true or false.

1. Visual merchandising is a form of personal selling because its artistic aspects focus on the customer's emotional buying motives.
 - a. True
 - b. False
2. Lighting should be only slightly stronger than store lighting to avoid creating a glare on the merchandise.
 - a. True
 - b. False
3. The storefront projects a brand identity and distinguishes a store from its competitors.
 - a. True
 - b. False
4. Mannequins are considered valuable tools for enhancing the shopping experience.
 - a. True
 - b. False
5. A new retail clothing store whose target market is girls, ages 14-21 should use strong colors and bright lighting to attract customers.
 - a. True
 - b. False

Indicate the answer choice that best completes the statement or answers the question.

6. What part of the store layout includes the aisles?
 - a. the customer space
 - b. the selling space
 - c. the storage space
 - d. the shape of the store's displays
7. A shoe store owner wants to create a display that emphasizes the comfort and freedom of movement of certain shoes. To create this effect, a visual merchandiser should integrate what type of lines into the display?
 - a. curved
 - b. diagonal
 - c. horizontal
 - d. straight
8. An elaborate display of utensils and various pans needed for cooking a Thanksgiving meal would be what type of display?
 - a. related-merchandise display
 - b. line-of-goods display
 - c. variety display
 - d. one-item display
9. Score Sporting Goods always has a display with mannequins engaged in actual season-appropriate sports. How would you describe the settings for such displays?
 - a. abstract
 - b. semirealistic
 - c. institutional
 - d. realistic

Name: _____ Class: _____ Date: _____

Marketing Chapter 18 Study Guide

10. A display of CDs by a popular Alternative band was not attracting much attention in a music store. The CDs were overshadowed by a large flat-screen monitor playing the band's music video. What did the display lack?

- a. balance b. direction
- c. shape d. focal point

Enter the appropriate word(s) to complete the statement.

11. The primary purpose of visual merchandising is to coordinate all of a business's physical elements in order to project a particular _____ to customers.

12. The store IKEA provides many _____ displays that show model kitchens, bedrooms, and living rooms.

13. To create a focal point and keep the customer's eye moving up and center, a(n) _____ is a good geometric shape for a display.

14. Cleaning and repairs are essential for display _____ so that displays look attractive to customers.

15. _____ is an artistic display element that is very popular for holiday and children's merchandise displays that should be used sparingly.

16. Green, yellow-green, and yellow are known as _____ colors because they are next to each other in the color wheel.

17. Store space that is devoted to lounges, restaurants, and seating areas is called _____ space.

18. Entrances to stores should promote customer convenience and assist in store _____.

19. Leni placed two pots of daffodils on each side of a table. In the middle of the table, she positioned a tall vase of sunflowers. Then she scattered rose petals over the remaining table space. The type of balance achieved in her display is called _____ balance.

Marketing Chapter 18 Study Guide

Match each item with the most appropriate statement.

- a. interior display
 - b. proportion
 - c. POPs
 - d. shape
 - e. complimentary colors
 - f. display
 - g. storefront
 - h. focal point
 - i. fixture
 - j. marquee
20. a display case, counter, or bench
21. the physical outline of a display
22. a spot that attracts attention first
23. shows merchandise, provides customers with information
24. the relationship between and among objects in an arrangement
25. the visual and artistic aspects of presenting a product
26. stand-alone structures that serve as promotion devices
27. the sign showing a business' name
28. the combination of entrances, window awnings, and other exterior building characteristics
29. found on opposite sides of a color wheel, they create contrast
30. Imagine you were designing a display for a new product of your choice. Name three of the artistic elements of a display you would emphasize. Briefly explain how each element positively influences a customer's decision to purchase the product and how you would use each element to best effect.
31. Name three types of interior displays described in Chapter 18. Describe the type of merchandise that might be shown in each display. Finally, explain how each display type attracts the customer and promotes the store's image.