

Unleash Creativity

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Unleash the Creativity in You!



Preface

The typical human attention span is thought to be eight seconds. Our collective global attention span is reportedly shortening as a result of the deluge of information, especially from social media.

We have a question here, then. With so much to occupy people on the sidewalk, what can you do to get them to visit your store? Retail has a part to play in that. It's a multifaceted business strategy that can boost sales and increase brand recognition. A common misconception is that retailing is just an aesthetic endeavor. However, retailing is more than just goods and store design. Although the outcome is evident in your window displays, it has little to do with appearances. It goes on to discuss what good it's further about what feels right.

Describe merchandising.

The term "retailing" describes how companies use strategic marketing methods to influence customers' whole shopping experiences. The goal is to increase sales by exhibiting the products at the best possible time, location, quantity, and cost. Given how broad the phrase is, it's hardly surprising that many individuals—including retailers—confuse it with visual retailing. Indeed, visual retailing—also referred to as "silent selling"—is important, particularly for fashion firms, but that's a discussion for another day. Others, who are equally correct, feel that retailing need the math and analytics required to guarantee company success.

In order to distribute goods and boost profits, effective retailing integrates both artistic and scientific generalizations. To put it plainly, retailing necessitates a deep understanding of the products and a wealth of data. It involves tweaking certain factors similar as pricing, special offers, and display to find out which will motivate guests to buy.

What makes merchandising critical?

Have you ever wondered why premium brands and retail behemoths spend so much on merchandising?

Imagine, nevertheless, that you decide to purchase a lovely pair of shoes in person after seeing them online. When you first walk into the business, the interiors are disorganized, the shelves are empty, and the window display is uninspired.

Will you be willing to buy anything at all? It makes sense if you find yourself unsure about it suddenly. Your opinion of the product has altered despite the fact that its quality hasn't changed due to your negative retail experience.

Upon review of the below table, its' hard to ignore the value of merchandising. Not only does it lead to increased revenue, but it also greases the business wheel for the future.

Retail Stores with Merchandising Strategies	Retail Stores without Merchandising Strategies
It is easier to determine projected sales & set goals	Sales tend to be unpredictable
There is a product strategy in place for seasonal items, so they can sell out faster	Without a strategy it is difficult to prioritize which products need to be put out for display
There is enough storage space for incoming goods since seasonal products have been properly disposed of.	Storage problems arise since there is plenty of left over inventory
In general, there is minimum leftover inventory since you can easily put products for discount	Disorganized Inventory is hard to sift through and now funds are insufficient to launch new products
Retailers are just in time to release a new product line	Retailers are left scrambled for revenue, putting up their products for unprofitable discounts

Which are the four basic display types?

Displays can be divided into four basic categories: related products, similar products, spotlight one thing, and cross-mix of items.

To have a better understanding of these display types, review the details provided below.

Cross-Mixing of Products

This style describes how to arrange products and goods in connection to other merchandise and goods that go well with the main items that businesses are presenting. The incorporation of such displays could encourage consumers to purchase more goods from companies.

Featured Article

When using this method of display, retail merchandisers will center a product as the focal point of the arrangement. It could be used to illustrate the product in an in-store or window display, the item that the stores aim to generate the focus on. The stores could showcase this type of displays with signage, promotions, and the products of the week/month.

Associated Items

Merchandisers could group things that are connected to one other together and display them together. This kind of exhibit depends on the overarching theme or narrative that companies aim to motivate. Putting this idea into practice would encourage customers to make larger purchases from the retailers. For example, a salon could display a variety of accessories and cosmetics together.

Comparable Items

Products that are similar yet can be used in several contexts are referred to as such. Their general design elements and functionalities could be the same. Nevertheless, they are employed differently than many haircare lines.

Roles and Objectives for Store and Product Display

The way products are displayed in stores serves as a conduit between companies and consumers. Businesses may more readily reach consumers with their products thanks to this efficient marketing channel. In addition, product display serves as a powerful marketing tool that gives companies a Competitive edge.

Roles in Store and Product Display

A variety of functions are played by store and product displays in boosting marketing and sales results. A well-executed visual merchandising strategy has the potential to captivate customers with the display's narrative. As a result, it might make a favorable impression on clients and persuade them to purchase goods.

A clever product display concept may also increase consumer demand for purchases once they are aware of the advantages of certain goods and services.

Provide Ten Original Display Concepts for the Retail Sector

Customers can find the things they need more easily when display art for products is creative.

In addition, provide consumers with engaging experiences so they will find it easier to recall your brand.

Here are some ideas for showcasing unique products that will make a lasting impression on your clients.

1. Ingenious Product Display

The concept behind an eye-catching product display is to offer a complete and comprehensive picture of the item to draw in customers. Most companies are able to readily help customers see the goods before they decide to buy it. Customers may better envision what the product will look and feel like when they use it by looking at the pictures that the company produces. As a result, every product line requires a display so that consumers can see it with ease. When it comes to interior merchandise, the store might, for instance, furnish a room in the predominant architectural style of most homes or showcase a bed with various pieces of furniture and accessories to imitate a real bedroom setting.

2. Separation of Various Sales Domains

It is preferable to separate the area into distinct zones, such as visual merchandising wall display and visual

merchandising table display, while setting up the visual merchandising goods for retailers.

In order to make it easier for clients to locate the items they need; each location should also have signs and instructions.

Additionally, the segmentation of the sales area facilitates easier product management. Customers are also positively impacted by the merchandise' sensible layout, which makes it easier for them to locate the items they need.

Making use of a range of visual media could help attract clients and sway their decisions to buy. Showcase imaginative goods with lovely graphics and striking props to give buyers an interesting and impressive shopping experience.

3. Convert a Sales Area to an Exhibition Space

When showcasing artistic products, aesthetics and art must be taken into consideration. A striking, distinctive, and unusual booth will spark fresh ideas, leave a lasting impact, and aid in long-term brand recall.

Product display is an art form used by many businesses. Retail establishments, homestays, boutique hotels, etc. The use of original artwork, photographs, and paintings will give the room a special and distinctive sense.

4. Assigning Products to Groups

Assembling products with similar functionality, features, materials, pricing points, etc. is a fundamental aspect of product display art. In order to cross-sell and boost the store's revenue, combine with complementary products on the side.

Displaying bags that go well with clothing, caps, accessories, and other items are one example. Products placed near to one another make it easier for customers to picture the ideal ensemble. Encouraging the desire to possess the whole customer's merchandise as a result.

Furthermore, the retailer can arrange products according to natural colors to make a more appealing, striking, and captivating display area. On the other hand, if the store sells ordinary items, you could mix in more unusual and distinctive models to draw in customers.

5. Highlighting with Flowers

The retail area is more attractive and cheerful with Flowers, both natural and artificial. When things are displayed, using flowers to fill in the spaces encourages relaxation and gives buyers a nice, cozy feeling.

Customers are positively impacted by the store's floral arrangement, which raises attractive performance and improves aesthetics and art. Few customers can resist a lovely business filled with amusement and leisure that is beautifully furnished with flowers.

One could argue that flowers are a useful visual marketing tool for retail establishments. Furthermore, it serves as a cost-effective way to draw in clients. If fresh flowers aren't available, you can use artificial ones or utilize pictures to adorn the store; images of flowers and foliage can bring a certain effect

6. Making Use of Catchy Slogans

Proverbs that go viral on social media platforms frequently do so in order to make their audience feel engaged and intimate. Amazing sales outcomes can be achieved by using the appropriate language in marketing and advertising.

Spotting trends in product presentation is a common practice in retail establishments catering to a younger demographic. Businesses can reduce their advertising expenses with this efficient marketing strategy. Using well-known slogans leaves a positive impression on consumers and facilitates easier brand memory.

Using marketing techniques on fan pages, websites, and online marketplaces works particularly well if you run an online business.

Hot trends should, however, be utilized wisely to get the best results and prevent negative ones. Avoid the offensive tendency that is making things ludicrous.

7. Developing Interactive Experiences for Customers and Products

Interactive elements on computers, smartphones, and digital screens improve retail visual marketing in the digital age.

Customers can examine an overview of the store's merchandise in just a few easy steps. It is simple for customers to select the ideal product for their needs when they shop. Customers can select their preferred goods using the high-definition touch screen display.

Virtual reality techniques are widely used by businesses for marketing. It is recommended that customers experience the virtual product using one of the mentioned devices. For instance, you must view how the furniture you select will appear in the room as a whole. The simulation on the store display is something you must see. This technique is still a stub in spite of its numerous potential advantages.

In the future, the application's popularity can be increased to provide a richer shopping experience for consumers.

8. Making Better Use of Mannequins

When it comes to creative product display, the most crucial factor is to fit as many things as possible into a limited showroom area. This issue has been resolved by numerous shop establishments purchasing several mannequins to outfit with the proper themes and accessories. In addition, they make the most of every opportunity to be imaginative and alter the booth's presentation to make it seem more stunning and appealing.

9. Display of Seasonal Products

Display imaginative products according to themes for special events. Take Mother's Day, International Women's Day, Valentine's Day, etc. The right products must be chosen and presented in a distinctive way to create a festive vibe.

Managers should appropriately update the offering to meet customers' needs for shopping stimulation. To boost efficiency, combine with distinct marketing efforts for designated days.

10. Make Use of Purchase Orders

It's a good idea to use the direct selling strategy that many companies employ when presenting their innovative items. At the register, visual merchandising increases sales and customer satisfaction.

Customers can be reminded of the products they forgot by using this display. Sales at the last-minute rise as a result. There are many different types of creative display ideas for the retail sector. The appropriate display can be selected based on your budget, industry, and business size.

Prop Ideas & when to use them

Product photography has a crucial role in building a brand, generating emotion, and raising the perceived worth of the goods you are marketing or selling. As a matter of fact, 93% of consumers in the internet age assert that they will base their purchase decision just on a snapshot, without conducting any additional research! This is really effective, and you should be paying close attention to how you can halt potential buyers' scrolls with your product photos.

TRAYS

When taking product photography, it's so important that the props you use match the product or fit with the company's branding.

During the shoot pick props that work best for your subject. For example, when working with food have ingredients that compliment or are used in the making of the food, or similar props with the main product you're working with.

Trays can be used for many things, to fill space, lay things into like magazines or books you might be shooting. They can also be used for food on a serving tray.

ARTIFICIAL PLANTS / LEAVES

Unlike real plants these will last longer and only need to be dusted off when they're needed. They can do wonders for the photos but they also can look very fake in certain lighting. With the lighting just right, you can use them for a more organic brand or for something on the side to add some greenery.

FASHION (OR ANY TYPE) MAGAZINES

Having a fashion magazine, or any magazine for that matter, can make it look more high-end. Also having the pages open to words creates more lines to draw the eye to different parts of the photo.

TWINKLE LIGHTS

Twinkle lights make things seem more cozy and sometimes magical. They come in handy when you're doing a shoot for a new Christmas smelling product or just to add another light source.

FAKE FLOWERS

Like having the fake plants, fake flowers can come in handy when you want a bouquet but don't want to worry about having to keep them watered or having them get dried out in the studio lights. But they can also look fake in certain lights.

DRIED / REAL FLOWERS + PETALS

While we're on the topic of flowers real ones are sometimes better than fake ones. When shooting for an organic brand they may specify that they want flowers and its best to have real ones since they're brand promotes the use of natural and organic products. Also using the petals could be used for a perfume shoot where they can hold a shape and won't be sort of transparent like fake flowers.

SIMPLE NOTEBOOKS + FANCY PENS

Notebooks can be used to all sorts of things when shooting, they can be used for stationary, glasses or candle shoot and really for most non-food and makeup related products since most people have used a notebook before they will picture themselves with the notebook and the product you're selling.

SIMPLE GLASSES / SUNGLASSES

By adding simple frames to a shot, they can make the product look smarter or simply add a personal touch. They can be used for books like it belongs in a house.

PERFUME / COLOGNE

Perfume can add to a photo that has to do with makeup or getting ready again seeing it will make the customer think of their day-to-day life and start picturing that product there. The same goes for cologne, you could put it as an accent to a shaving or suit product shoot.

DECORATIVE CANDLES

Candles make people think of being warm and cozy and who doesn't like being warm and cozy? They can really be added to anything that is a home like product.

SIMPLE JEWELRY

Having simple jewelry can add an expensive touch to the photo since the viewer doesn't know how much it is and it also adds the getting ready touch to the photo, especially when you're shooting face products or clothing.

MAKEUP / NAIL POLISH

These can be added to add the getting ready feeling to the photo and can add a pop of colour with the clear nail polish bottle or if you twist up the lipstick tube to show the product inside.

INSTANT CAMERA / FILM

These are more for fun since they have a more youthful and vintage look to them. They're great for most non-food or makeup related things and super great for styling flat lays.

ELECTRONICS

Having electronics like phones, headphones, laptops, etc. in your shot can help bring out the more business side to your photo. They work well with glasses, magazines, notebooks or pens.

GLITTER

Glitter adds the element of fun or celebration to your product. It can really spice up a plain photo of a wine bottle and make it look fun and fancy with a complementing-colored glitter.

MIRRORS

Mirrors can add a simplistic touch but also give a different perspective to the photo since they can show another side of the product. They can be used for shoots that have cosmetic products, perfume or cologne, etc.

BATTING

Batting is fun because you can pull it apart and make it look like clouds or to just have a soft white background. You can get creative with this one since it can look like clouds and be made into different shapes.

RIBBON

Ribbon adds a fun party touch to the photo just like the glitter. Ribbon can be used for celebration photos or for little touches to a flat lay, maybe even if you're shooting a little girls clothing item you could make a little bow on the side.

STONES / SHELLS

Stones and shells can be used for any beach scene you want to make or if there is a more natural brand they can be added along with some real or fake plants and flowers.

WATER

Water features, depending how it's used, can be tricky to work with. If you're just having water droplets on the background then they can be easier to get the shot with. But if you want a challenge, you can always find a larger transparent container and fill it up with some water to drop the product into especially if it's a skin care product.

WASHI TAPE

Washi tape (Decorative tapes) can again be used for a fun party like shoot. Having coloured tape on the side of the shot not only adds more lines for people's eyes to go to but it also adds the creative touch to the photo.

PAINT

Paint can be interesting because of not only the consistency but what you can do with it. If you have an art product to photograph you could make it look like there was someone doing a painting and left their supplies out.

STREAMERS / BANNERS

Like the glitter and ribbon streamers can be used to represent a celebration or party scenario or scene. Have some fun with them.

KITCHEN TOOLS / INGREDIENTS

Kitchen tools can be used for any food or drink related photo. You can add them to the side to add a shine or pop of colour to the photo. Same with ingredients they can add that human touch since it can look like someone was there recently and made the product.

How to Use Technology to Manage Store and Product Display

Retailers may design engaging shopping experiences using digital displays, which go beyond passive watching to provide immersive and interactive elements that actively engage customers.

Bright films and sharp touchscreens let customers examine product details and even manipulate and try out things that are on exhibit.

Customers will be able to visually try on clothes, view furniture in their house, or experience a product in a unique way thanks to emerging technology like augmented reality. Retailers are more likely to make an impact by grabbing attention in this way, generating excitement and facilitating better decision – making.

Businesses have access to a potent platform for brand storytelling and distinction thanks to digital technology in retail displays.

Even if there might be a number of other high street retailers offering similar goods, a company's ability to effectively deploy digital display can have a significant impact on a customer's in-store experience and sense of loyalty.

By offering customers a more engaging and memorable experience, a retailer can stand out in a crowded marketplace. Visually compelling content can showcase a brand's values, communicate its unique selling points and create emotional connection with customers – all of which fosters brand loyalty and the propensity to return to the store in future.

Acquiring knowledge and information

In a market where competition is fierce, the value of obtaining customer insights cannot be overstated. Retailers may make better business strategy decisions by gaining a deeper understanding of their customers through data collection.

Digital technology in retail displays offers a fresh way to obtain this important data.

Retailers can gain further insight into the behavior, preferences, and engagement levels of their customers by using in-store technology such as touchscreens to measure consumer interactions. After that, content may be improved to make sure it meets customer needs, enhancing the shopping experience and helping to meet the target of more sales.

The Value of Creativity in Developing Brand Identity

Your brand's persona is its identity. It presents a distinct image of your brand and consists of your company's name, voice, tagline, positioning, and personality.

Why is this crucial for the sustained expansion of a business? Customers are less likely to remain faithful to you if they are unfamiliar with your brand. Marketers believe that a strong, creative, and regularly maintained brand identity can lead to a 10–20% rise in growth. This is due to the five factors that are discussed below: distinctiveness, steadfast clientele, standing, inventiveness, and prospects for expansion.

1. Distinctiveness Makes Your Brand Stand Out

By providing original ideas and solutions that set your brand apart from the competition, creativity may make your company stand out from the crowd. Customers will find it easier to identify and remember your brand if it has a strong brand identity, which can assist further cement this uniqueness.

Maintaining uniformity in all aspects of your company, such as your tagline, logo, and communications to clients and staff, makes it simple for consumers to identify your brand and set it apart from rivals. Given how important differentiation is, how can you make your brand stand out from the crowd. Thinking creatively and ensuring that your plan still makes sense are crucial. Numerous factors, such as the financial market, the media, contemporary trends and lifestyles, and customer behavior, influence businesses and the way they must function. You need to be flexible, stay up to date with the times, and make required adjustments in order to positively differentiate your brand identity. The key to leveraging strength is adaptation. Furthermore, growth will very certainly result from it, even amid an impending recession.

2. More Creative Work Results in Loyal Clients

Your company should think outside the box to tailor messages to your target audience. Actually, if your messages are personalized for your target audience, 72% of consumers will be more likely to interact with your brand, and 93% of companies say that sending personalized messages to their customers increases sales. If your brand is facing an impending recession or financial difficulties within the company, you can help it by going inward to maintain or uphold the brand to promote long-term growth for little to no expense.

Three indicators might help you decide whether your brand needs to be updated. When a brand doesn't represent the clients it serves, that's one of those warning signals. Developing a strong brand identity can aid in establishing an emotional bond with clients, increasing the likelihood of repeat business and loyalty. Celebrating the clients who enable your business ought to be your constant goal. To better serve your client base, consider your brand through the lens of DEI (Diversity, Equity & Inclusion) or update the look, voice, and tone of your brand identity.

3.A Well-Designed Brand Identity will Improve the reputation of Your Company

Every incredibly successful brand has one thing in common when you look at them: a reputation. McDonald's is well-known for its red and yellow hues, the golden arch, its catchy jingle, and Ronald the Clown. Apple distinguishes itself from rivals and builds a reliable reputation with the sleekness of their goods, the simplicity of their retail spaces and advertising, and the sense of familiarity that permeates every one of their offerings.

A strong brand identity can draw in new clients and boost confidence. Having a reliable voice and providing memorable experiences that customers can identify with ensures that your brand is seen with loyalty. "A strong brand is a force multiplier for any business and is the key to pricing power, which is more important than ever in a high-inflation economy," says Jann Schwarz, worldwide head of the LinkedIn B2B Institute.

4. Astute Moves Will Position Your Company at the Top of Innovation

Nowadays, a brand's identity encompasses more than just its actions. Rather, the emphasis is on what the brand can accomplish for a certain person. Your brand evolution will be most successful if you comprehend this shift in trajectory and know how marketing will appear in the future if you are following consumer trends. By assuring consumers that your brand is still relevant and will change to meet their requirements, innovation helps businesses overcome financial setbacks and succeed in growing their marketing efforts.

Furthermore, to make your business creative and a leader in your field, you need a smart and diverse team of people. According to Theorem, a coherent team including of a marketing manager, creative director, designer, copywriter, and project manager is required to revitalize your brand. Astute businesses will seek out a diversified pool of creative talent to fill these positions. Your marketing and creative teams' diversity may work together to generate concepts that set your company apart from the competition.

5. A creative brand identity is essential to expansion.

A robust brand identity and innovative strategy may support your company's growth into new areas, draw in new clients, and form alliances with other companies. According to 89 percent of marketers polled in 2022 by LinkedIn, brand development is just as crucial to sustaining long-term revenue growth in B2B companies as it is in B2C.

In the form of lead generation, new business, customer retention, and referrals, a strong brand identity may pay for itself. When updating and preserving your brand identity, remember your company's objectives to determine how it will help your business both monetarily and in terms of client retention.

A Well-Created Brand Identity Can Strengthen Your Cash and Draw in More Clientele

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