



THE WHOLE POINT OF PURCHASE

YOU CAN INCREASE SALES IN A DOWNTURN!!

We can't stress the importance of the need for brands to increase their market share in this very tough market. Our previous observation and experience with economic downturns has been that some competing brands cut back on their spending at the point of purchase. However, those that continue to invest in their brands at the point of purchase during a downturn create increased brand awareness at the expense of their competitors, resulting in increased market share. Point of purchase (POP) marketing is the most important component of any advertising/marketing plan as, during a recession, shoppers are much more discerning, not only on price but on consumer benefits. Those benefits are crucial at the point of purchase as most shoppers don't remember the detail of print advertising, unless there is some trigger in-store to remind them. After all, this is where all of the brand and product development costs get paid for.

Point of purchase advertising is now even more fundamental because of more discerning customers who demand more information on what they are about to purchase. Thus the need for very informative in-store point of purchase displays targeting the specific markets and providing comfort for that important consumer buying decision. Our work with marketers and many retail chains tells us that marketers are vitally aware of the effectiveness of POP displays in creating sales for them in-store. POP displays highlight their products amongst the increasing product clutter and product choices available to the consumer. Most retail chains have come to embrace the fact that effective POP displays increase their sales, based on research studies which have shown that 74% of purchasing decisions are made in-store. Ask any retailer and they will tell you that effective, informative in-store displays, targeting their specific markets will always create sales.

“increasing sales at the point of purchase”

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www.warnerdisplays.co.nz

PRODUCTION COSTS

Client **Warner Display**
Contact -
Date **24/03/09**
Magazine title **FMCG** Issue **April 2009**
Advert size **Half page** Colour/BW **4 colour**

The following is a summary of the production costs for your advertisement for:

Please note: Your advertisement will not be published until we have received a confirmation by phone, fax or email

PRODUCTION INSTRUCTIONS

	NUMBER	COST
CONCEPT AND DESIGN (\$80 per hour)	-	-
PRODUCTION INCLUDING:		
Images supplied (\$20 each)	1	\$20
istock images (\$40 each)	-	-
Images repeated (\$20 each)	-	-
Photography (\$50 each)	-	-
Scans (\$40 each)	-	-
Production time (\$80 per hour)	45mins	\$60
COLOUR PROOF (\$40-A4, \$60-A3)		
CD		
TOTAL		\$80 +GST

You are welcome to request additional copies of the advertisement via high resolution pdf. However the extra time involved will incur costs – cd \$40, emailed pdf \$20. Please call us if you require this service.

Production costs include a maximum of 3 proofs, further changes will incur additional costs.