

# MAKE FRANCHISEES HAPPY

Avoid In-store POP failures with these surefire strategies.



Q1 2016

## POP Kit strategies and in-store advertising tips to make your franchisees happy.

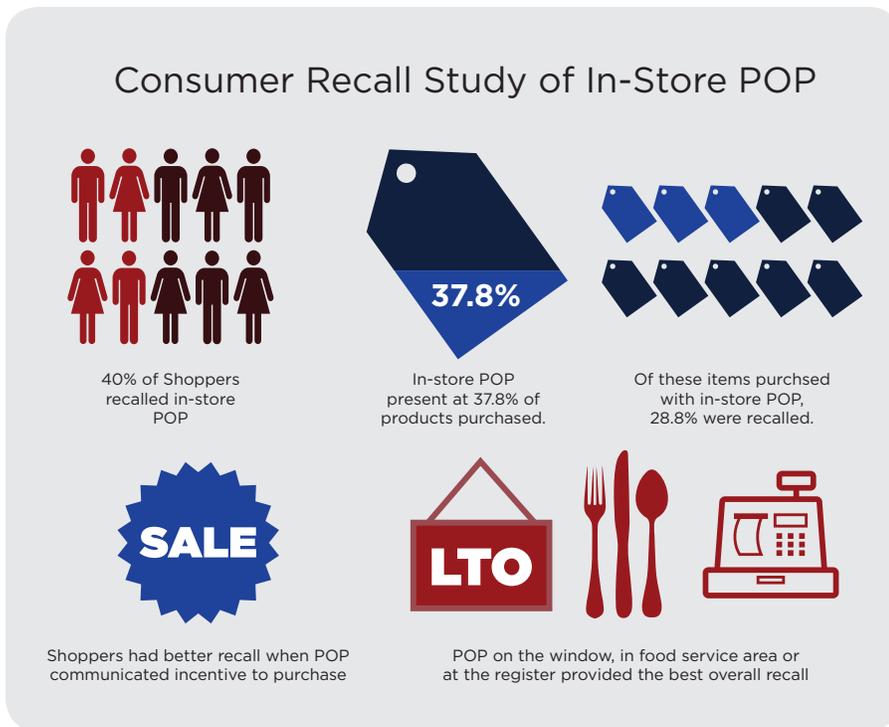
### #1 CGC - Consistently Great Communication

It goes without saying, always do your best to communicate to franchisees. You want to make sure you have “buy-in” from them, so keep them engaged with your marketing program. Our best franchisors solidify that relationship by going over the basics, with a kick-off call/visit. At the beginning of each new promotion, they cover the following details with franchisees.

- Promotional Period. A clear start and end date are very important to ensure everyone is on the same page.
- POP install and removal dates.
- Marketing support for the promotion. Example: Hotline for POP problems or needs for additional information.
- Outline of media investment to support the campaign. Provide a local media schedule for each franchisee, whenever possible. (radio, tv, direct mail, etc)
- Promotional Objectives. Your franchisee should always understand that if in-store expectations are executed properly, it is a win for everyone.
- Encourage feedback and input on an ongoing basis. Your franchisees hold the key to what’s working and what could work better for the next promotion.

Providing a sneak peak at creative materials is always a nice touch and gets the local teams thinking about how the promotion will “look” in their stores. Most importantly, franchisors benefit from imparting the importance of the POP materials since this is the element you are counting on your stores to implement. The following infographic contains some shareable tidbits about POP.

Source: [GSPRETAIL.COM](http://GSPRETAIL.COM)



### CGC Benefits

Franchisees have an opportunity to contribute in a meaningful way with enthusiastic execution of the in-store component of your promotion. Streamlining communication and giving a single point of contact will help your franchisee fulfill their end of the bargain. This will foster a solid relationship by entrusting your franchisees with the tools, information and simplicity they need to be successful. This will go a long way in every project or promotion.

### Without CGC, what could possibly go wrong?

Imagine a marketing kit, filled with beautifully printed point of purchase materials, is delivered to every store on time, and as planned. However, there

was no kick-off call or sharing of information about the impending promotion. Now picture that POP kit sitting in a freezer or closet for the length of the promo period because no one was expecting to receive this package and there was no call to action regarding this promotion. This is a scenario that can easily happen – and HAS promotional happened.

Without in-store POP, you have no reinforcement of the marketing message and it cannot come full circle to land a sale. The effect is a direct hit to revenue. The promotional campaign investment and the concomitant sales spike are lost. Talk about a missed opportunity!

## #2: PMC - PROMOTIONAL MARKETING CALENDAR

Whether you are a franchisor for a large retail organization or an up-and-coming retail chain, effective planning is the key to success. A detailed promotional marketing calendar turns good ideas into actions and actions into success. It's also a terrific tool for tracking the return on potential dollars.

Promotions draw customers through the door, while a good product and great service keep them coming back. A limited time offer (LTO) or seasonal product will bring in a customer that wouldn't have come in otherwise. It also keeps your products interesting for your current customer base and stimulates an additional visit.

Gone are the days of the shotgun approach to promotional dollars. Budgets are too tight. These days, a wealth of knowledge

**3,000 mass merchant channel shoppers.**  
POPAI discovered some significant statistics on shopper behavior.

**76% of purchase decisions are made IN-STORE.**  
**1 in 6 purchases made when a branded display is present**

Source: POPAI Shopper Engagement Study, 2012

exists that can help place advertising dollars in just the right place, on just the right date. Understanding that going into the next calendar year can be critical to the bottom line. Also, proper planning helps you get the most from

your vendor relations. Your vendors should be less “order takers” and more “strategic partners”. After all, the best of these providers possess a wealth of experience with a variety of businesses. Your vendors should be able to help you refine your promotional calendar, making sure you are ordering the right materials with the right lead times.

### 5-year study conducted by POPAI.

In-store marketing materials drive short-term sales and increase brand awareness over the long term, which influences consumer behavior for future purchases.

**Up to 65% increase in sales tracked, depending on type/size of POP and whether POP was supported with other messaging.**

Source: POPAI Mass Merchant Study, 2012

The very best also handle all logistics and franchisee interface. They will track menu pricing, sizing and timing by location leaving the franchisor to do franchisor things.

## Tips for creating your promotional marketing calendar.

- Determine the overall budget and the franchisee contributions vs. ad fund contributions.
- You can use complex software or a simple spreadsheet to help plan and track promotions (call for recommendations)
- Choose promotions based on seasonality, and research previous trends for your stores to determine optimum times to increase traffic.

## #3: POP MIX/PLACEMENT

We recently met with a new customer to map out her franchise’s promotional strategy for 2016. During the conversation she asked a great question: “Why should our stores have banners, static clings, danglers, table tents, and magnets if they all have the same message?”

We explained that the effectiveness of a great POP MIX depends on knowing 1) your types of customers, and 2) your customer’s overall experience.

### Types of Consumers

Different types of consumers respond in different ways to various POP. There are those who notice table tents, eventually remarking: “Look! This restaurant now has Blonde Guinness Light!” Then there are those who may not know a table tent from



a dangler, but instead notice colorful posters near the register while checking out at the auto parts store. But what about those “I know what I want” repeat customers who may ignore conventional “entry” POP advertising? In the case of order-at-the-counter venues, up-selling a customer with a special or new product using a counter card will increase your check average. The “on-the-go” types, especially those in shopping season, might respond to a banner or a cling on the outside of the store and appreciate knowing your specials and combo deals that will draw them into the store and increase your traffic.

## Client Challenge

A client presented us with a challenge. Their mission? Sell more gift cards at the register. We thought it over. In addition to a counter card at the register displaying the card, we suggested a small “teaser cling” on the door to get the customer ready as they walked in. When coming through the door, it triggers a reminder and starts the process of thinking about people in their life that would appreciate a gift card at this particular store. By the time they get to the register, they already know who they’re buying for and how many they need! Result? 21.8% increase in gift card sales!

### Overall Experience

“Overall Experience” is all about where the customer is in the store and where they experience the marketing “message”. Examples include: at the register, picking up food, in the drive thru, coming through the door, browsing a department, or sitting and waiting for the order. The customer experience might actually begin before they walk through the store. A special promo coupon or limited time offer announcing an upcoming promotion could effectively build a relationship ahead of time, accentuating that promotion’s POP impact.

While your Point of Purchase “Mix” is having the correct variety of items, POP “Placement” is configuring your store with the right items in the right place at the right time. You may need one type of POP at the beginning of your customer experience but a different item later—each piece serving a specific purpose. Let’s take a look at some examples as your customer goes from door to table:

### Front Door

Place the kind of message that you want to give the customer as they enter the store. This sounds obvious but these are messages that are critical for them to know before they make any in-store purchase decisions. For instance, placing a colorful window graphic might inform them that you have a sale on specific items or specials they need to keep in mind. (This type of graphic might bring in new customers that aren’t familiar with your offers\*)

### Register

Now that the customer is at the register and has been primed for your new offerings, you can get more specific at the register. For instance, place a register topper detailing the lunch specials, or a counter card highlighting a product bundle or specific features of a new product (possibly increasing your average check with an incremental sale\*).

### Table

After the customer has ordered or even paid for their purchase, this is a good time to give them a reason to come back (increasing that customer frequency). You might place a table tent to 1) give them a reason to return for a

future event, sale, or limited time offer or 2) make an incremental sale, like a tasty dessert before they leave.

Creative Placement will outfit your store with Point of Purchase tools which display a more visible marketing message in the right place at the right time. It's a "tweak" that can make even more impact out of your signage dollars.

## #4 ROI - So, is your POP campaign worth it?

Few marketing experts would argue for spending time and money on the execution of a POP campaign. We know absolutely from study after study that impulse buying is largely driven by the power of suggestion. That's why those few moments before a customer places an order is when your POP is most likely to do its job. For pennies an impression, a poster or dangler is informing and motivating customers, many times, without them even realizing it.

### But don't just take our word for it.

According to a five-year study conducted by POPAI (Point of Purchase Advertising International), in-store marketing materials drive short-term sales and increase brand awareness over the long term, which influences consumer behavior for future purchases. An increase in sales, anywhere from 2 to 65 percent, was tracked depending on type/size of POP and whether the POP was supported with other messaging.

There are, however, a few steps you can take to track what is working and what could work better to manage a successful return on investment.

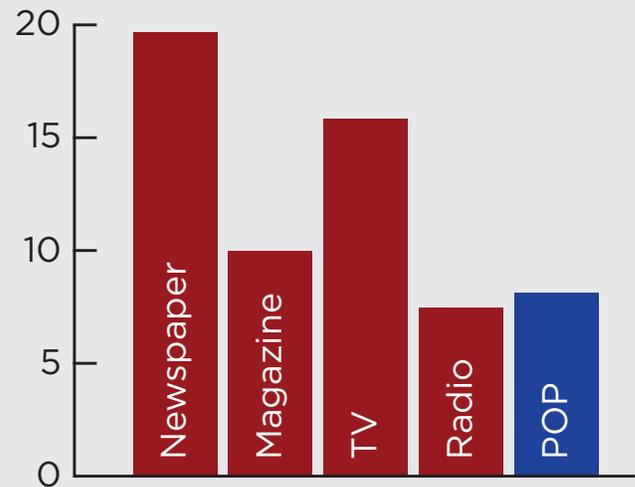
#### Compare.

Look at overall sales before and after a promotional period. For instance, make sure you remove outside factors from the equation, such as a decrease in traffic at a store due to street construction or an increase due to a nearby city sponsored event, for instance. A neutral comparison is the best gauge.

#### Contrast.

If you are unsure about the right POP mix to start with, try a couple of different approaches. You might be surprised at how exterior signage can work in tandem with interior pieces. (Call us for best practices)

### Cost per 1,000 Impressions



When you compare the cost of POP to other forms of media, POP is very cost effective.

**The COST/M for store merchandiser or a sign  
with a one-year life = 3¢ to 37¢  
depending on the POP**

Source: "Consumer Product Marketing:  
The Role of Permanent Point-of-Purchase," POPAI News

**Consider.**

Be realistic about your sales goals. If you are everything to everyone and promote too many items, you run the risk of sabotaging the effort with cluttered messages. Get methodical about what to promote and when.

**Commit.**

Commit to your campaign and incent your staff to keep it current. POP can only work if people can see it, so it's vital to get your teams on board.

POP is an effective tool in your sales arsenal, but it helps to do your homework and have a trusted partner to turn to for insight and analysis.

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## CONTACT US FOR A FREE CONSULTATION

BrandPOP is an integrated printing & logistics firm focused on franchisors. Using our proprietary systems, our specialty is weaving together promotional execution for our clients that takes the burden completely off of the franchisor.

We print, kit & ship point of purchase advertising collateral for retail chains. We're more than a printer - we help our clients design, develop, deploy, support their promotional campaigns throughout the year.



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