



**InStore**  
DESIGN • DISPLAY

# In-Store Advertising

2024 LOOKBOOK



TAKE IT

# In-Store:

Why the in-store experience holds so much importance



## Consumer Preferences

Nielsen research has consistently shown that consumers place a high value on their in-store shopping experience. It's not just about purchasing products; it's also about the overall experience, which includes factors like store layout, staff interaction, and convenience.



## Impulse Purchase

An engaging in-store environment can stimulate impulse purchases. Nielsen data have shown that shoppers are more likely to make unplanned purchases when they've had an enjoyable shopping experience.



## Brand Loyalty

A positive in-store experience can significantly impact brand loyalty. Shoppers are more likely to return to a store where they've had a good experience, leading to increased customer retention and sales.



## Personalization

Tailoring the in-store experience to individual shopper preferences, through data-driven strategies, can enhance the overall experience and drive sales. This includes offering personalized recommendations, promotions, and discounts.



Around **71%** of shoppers believe they can find better deals in physical stores compared to online shopping.

Source: [www.retaildive.com](http://www.retaildive.com)

# Eight Key Benefits

OF IN-STORE PROMOTION

- 1 Increased visibility
- 2 Targeted marketing
- 3 Cost-effective
- 4 Immediate impact
- 5 Enhanced brand awareness
- 6 Increased product awareness
- 7 Improved customer experience
- 8 Increased cross-selling opportunities

Source: [bizcommunity.com/Article/196/12/236698.html](http://bizcommunity.com/Article/196/12/236698.html)

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**64%** of shoppers say the in-store experience has the greatest influence on what they choose to purchase.

Source: [www.rmservicing.com](http://www.rmservicing.com)



# On-Pack



ElastiTags®



Neck Danglers



IRCs



Around **68%** of consumers say they are more loyal to a brand that provides coupons or discounts.



Source: amasty.com/blog

# Nine Ways

## IRCs

BENEFIT YOUR BUSINESS

### IRCs...

- 1 Encourage impulse purchases
- 2 Motivate retail action
- 3 Allow for easier cross-promotion
- 4 Encourage larger purchases
- 5 Help sell overstocked inventory
- 6 Draw attention to your product
- 7 Motivate customers to try new products
- 8 Reduce the need to redesign product labels
- 9 Encourage customers to join loyalty programs



Box Talkers



Source: meyers.com/meayers-blog/advantages-of-instant-redeemable-coupons-ircs-for-business/

# On-Shelf

Aisle Blade

Shelf Dangler



Wobbler



Shelf Tray



Shelf Dangler



Aisle Violator



Freezer Window Clings



# Brand Surrounds



Shelf Tray + Custom Blade



Inline Displays



Custom Shelf Trays



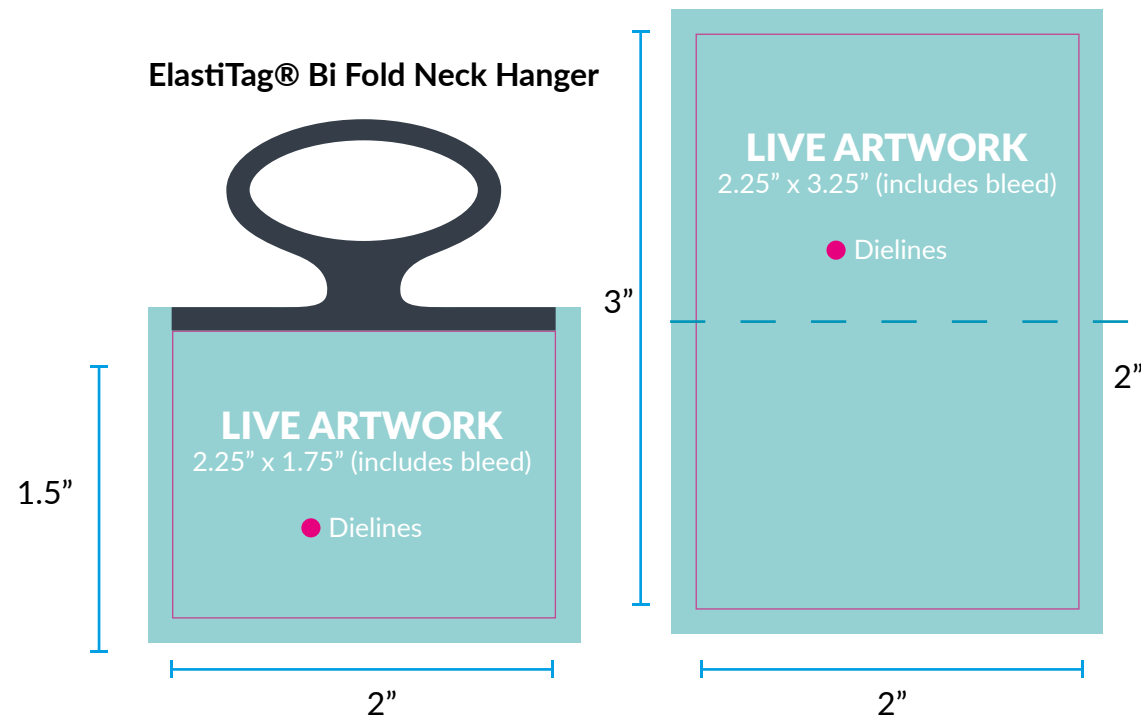
# Sample Specs

\* All products available in a wide range of sizes

**Cost Factors**

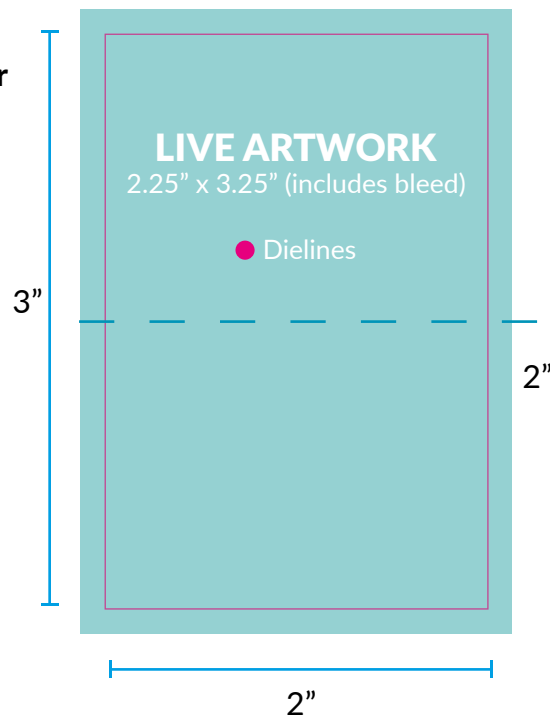
- Retailer
- Store Count
- Quantity Per Store
- Tactic/Size

ElastiTag® Bi Fold Neck Hanger



**LIVE ARTWORK**  
2.25" x 3.25" (includes bleed)

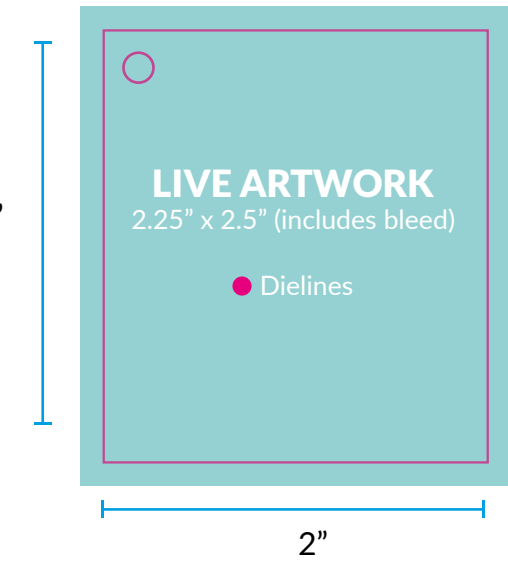
● Dielines



String Neck Hanger

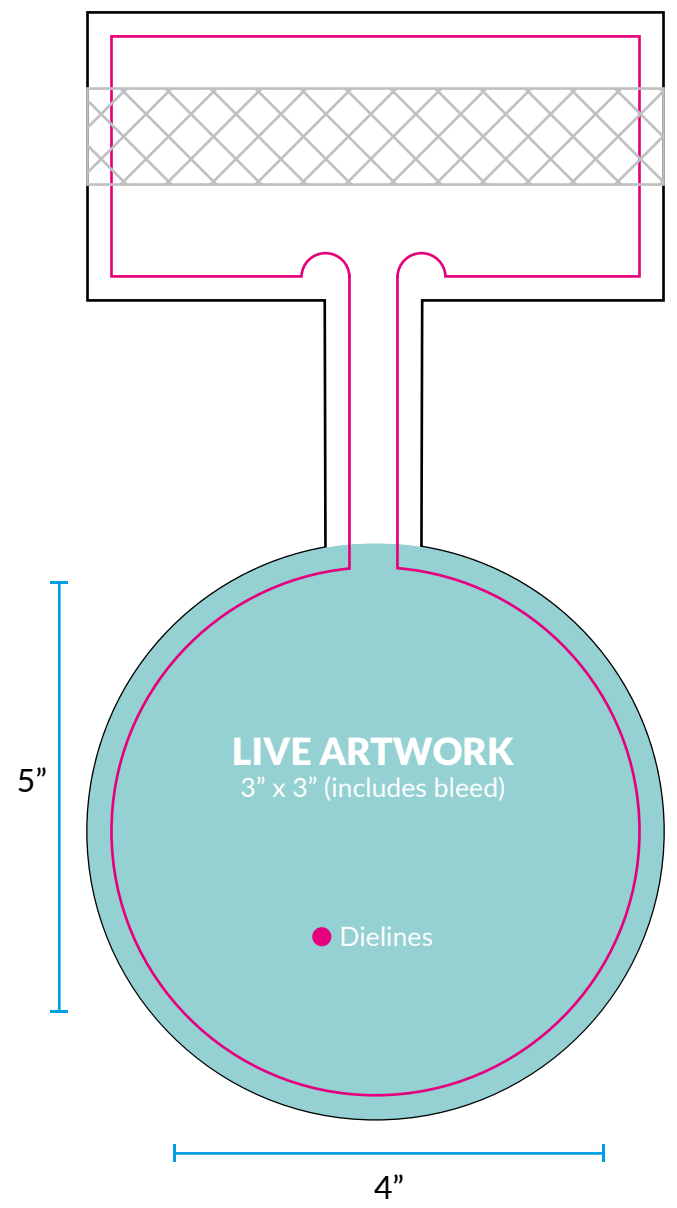
**LIVE ARTWORK**  
2.25" x 2.5" (includes bleed)

● Dielines



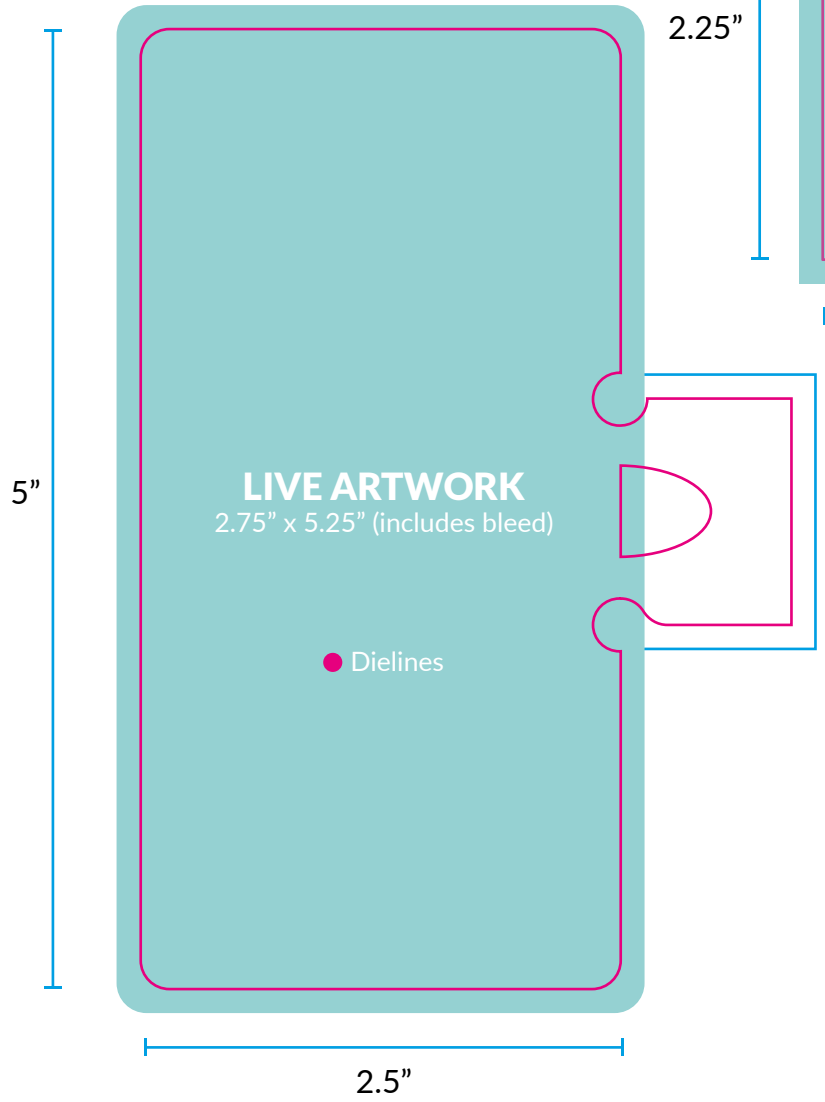
**LIVE ARTWORK**  
3" x 3" (includes bleed)

● Dielines



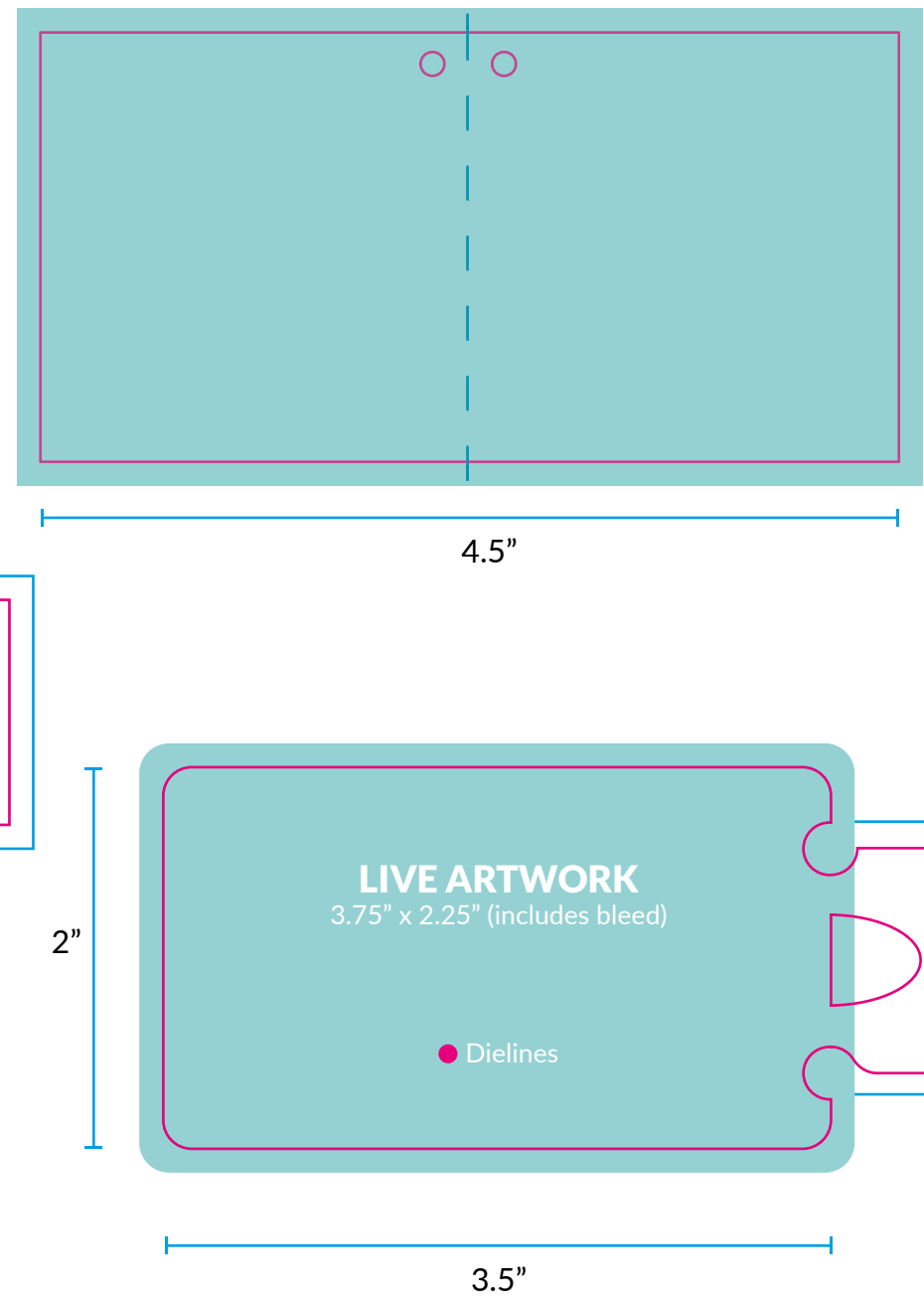
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2.75" x 5.25" (includes bleed)

● Dielines



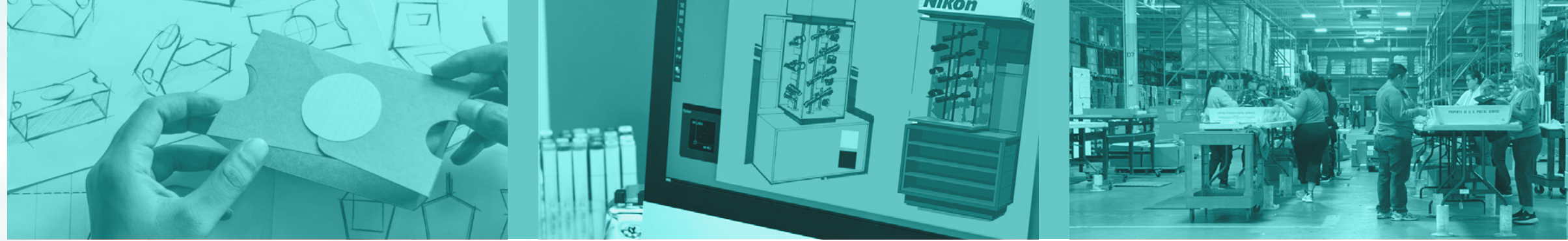
**LIVE ARTWORK**  
3.75" x 2.25" (includes bleed)

● Dielines



Bi Fold String Neck Hanger



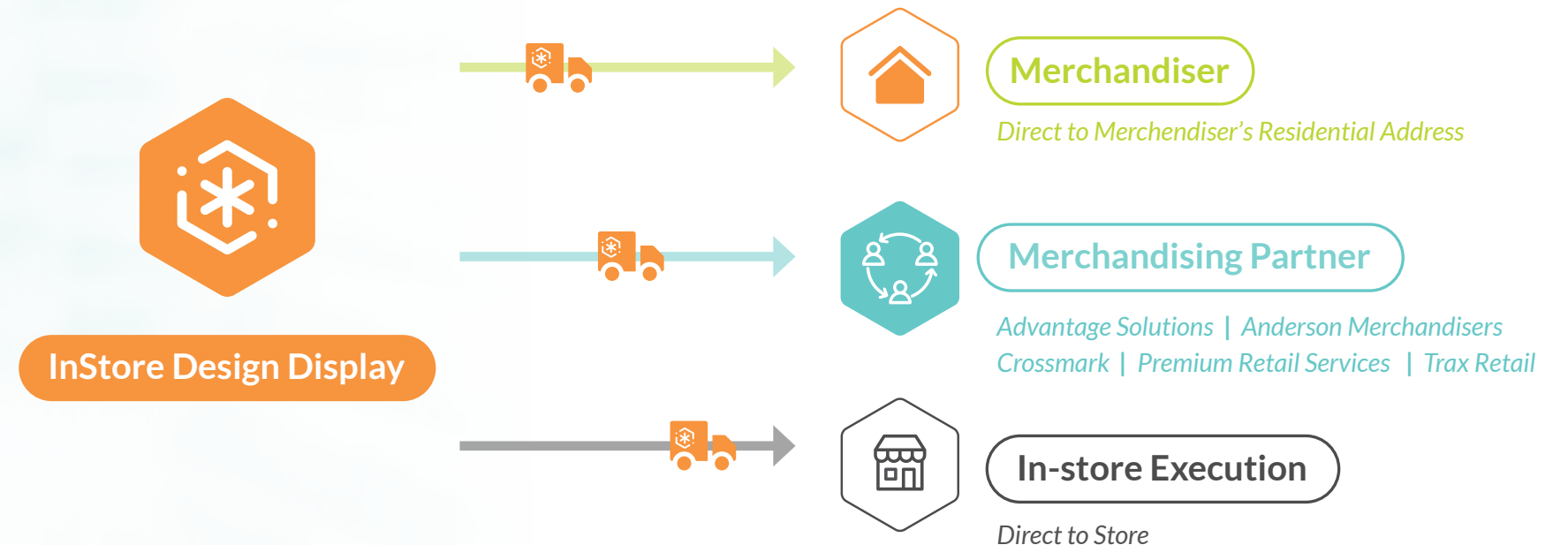


*We believe every brand deserves an expert to guide and elevate their in-store experience.*

**Key Factors** WHEN CHOOSING A MERCHANDISING PATH

- 1** Budget
- 2** Timing
- 3** Retailer Requirements

**Your partner for any path:**





105 W. 26th Avenue, North Kansas City, MO 64116  
InstoreDesignDisplay.com | 800.821.5748



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