

FREMANTLE MARKETS “THE HALL”

VISUAL MERCHANDISING WORKSHOP

design merchants

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PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE ELEMENTS
- DESIGN CONCEPTS
- CONCLUSIONS



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PRESENTATION OUTLINE

- VISUAL STRATEGIES
 - What is Visual Merchandising (VM)?
 - The Store and Brand Experience.
 - Visual Merchandising as a Marketing Tool.
- STORE ELEMENTS
- DESIGN CONCEPTS
- CONCLUSIONS



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WHAT IS VISUAL MERCHANDISING?

- Visual marketing of your product and brand.
- Has a sales-supportive role.
- In essence VM makes your product as easy to see and purchase as possible.



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THE STORE & BRAND EXPERIENCE

- Customers want an "experience" when they shop.
- Brand impact and visual statement of the store is part of this.
- Value adding to this experience with the visual strategies you employ.
- Makes customer service easier when the store is easy to understand and shop in.



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IDENTIFYING YOUR CURRENT MARKET POSITION

- What does your business stand for?
- What is your brand experience?
- How your message is currently represented visually?
- Does this reflect your brand and product?



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CASE STUDY



We Heart Vintage Pop-up



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CASE STUDY



Miss Brown Vintage Pop-up



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MERCHANDISING AS A MARKETING TOOL

- To clearly position your brand and create awareness in the marketplace.
- Differentiate you from your competitors.
- Improve sales growth and market share.
- Capitalise on peak periods and events.



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PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE ELEMENTS
 - Store Layout.
 - Focal Displays
 - Fixtures, Props & In-Store Displays.
 - Counter Area.
 - Ticketing & Signage.
 - Standards & Housekeeping.
- DESIGN CONCEPTS
- CONCLUSIONS



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STORE LAYOUT

- Store entrance.
- Traffic flow & walkways.
- Sight-lines & focal points.
- Product grouping & placement in store.



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TRAFFIC FLOW & WALKWAYS

- How do customers enter your store?
- Do they miss certain parts?
- Are the walkways wide enough?
- If you have a counter-style of stall your walkway goes straight past your stall.



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SIGHT-LINES & FOCAL POINTS

- Can your customer easily see the counter and interact with you?
- The end of each walkway is a strong sightline.
- Often the end of a walkway or the end of a fixture is a good focal point for a themed focal display or a high selling/ margin item.



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PRODUCT GROUPING & PLACEMENT

- Products can be grouped in function, colour or theme.
- How does your customer want to purchase/ find items?
- What should be at the front of store vs back of store.



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FOCAL DISPLAYS

- Most market stalls do not have a window display.
- Focal displays can be behind a counter, above fixtures or in a display case.
- First impression your customer gets of your brand & product.
- You can base this on a theme, displays should have a core narrative e.g., Easter.



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FOCAL DISPLAYS



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PROPS & FIXTURES

- Texture, colour & style of fixtures should reflect your product & brand.
- Need to be functional & flexible.



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Types of Fixtures & Props



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Types of Fixtures & Props



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COUNTER AREA

- Should be a professional space free of clutter.
- Good space for impulse items.
- If you have no formal counter there should still be a space for your register that is neat and uncluttered.

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COUNTER AREA

- Plastic bags should be neat and out of sight.
- Bags should fit in with your visual look, i.e. brown paper for organic.
- Can also help with branding.



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SIGNAGE & TICKETING

- Main purpose is to inform and educate your customer.
- Highlight categories in a store.
- Identify the brand to your customer.



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STALL SIGNAGE

- Your stall signage anchors your store.
- It should be professional and also reflect your visual strategy.
- Should also fit in with the Fremantle Markets guidelines for stall signage.



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STALL SIGNAGE



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PRINCIPLES FOR EFFECTIVE PRODUCT SIGNAGE

- Keep writing consistent and neat. Otherwise use printed signage.
- Don't put too much information on signage.
- Make sure key messages can be read from a distance.
- Place tickets as close to eye level. Promotional signage can be higher.



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PRINCIPLES FOR EFFECTIVE SIGNAGE

- Keep fonts and styles consistent to your brand.
- Don't put too much information.
- Make sure key messages can be read from a distance.
- Choose appropriate digital or print signage for your purpose. Do not use handwritten signs.
- Place tickets as close to eye level. Promotional signage can be higher.



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PRODUCT SIGNAGE



Professional shelf ticketing



Designed & printed to fit in with a visual concept



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