

FREMANTLE MARKETS “THE YARD”

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?



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



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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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FOOD STYLING

- The saying "people eat with their eyes"
- Food styling can give many ideas for displays and styles.
- Can enhance a promotion or theme.



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FOOD STYLING



Romantic



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FOOD STYLING



Fresh



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FOOD STYLING



Organic



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STORE LAYOUT

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



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PROPS & FIXTURES

- Texture, colour & style of fixtures should reflect your produce & brand (i.e. organic, fresh, whole foods etc)
- Need to be functional & flexible



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Types of Food Displays & Props



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Types of Food Displays & Props



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Types of Food Displays & Props



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Types of Food Displays & Props



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Types of Food Displays & Props



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Types of Food Displays & 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 kept below eye level.
- 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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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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PRODUCT SIGNAGE



Chalkboard & hand written signage



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PRODUCT SIGNAGE



Professional shelf ticketing



Designed & printed to fit in with a visual concept



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THE FIVE SENSES

What do these stores feel like, what music do they play and how do they smell?



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STANDARDS & HOUSEKEEPING

- Are a huge part of your brand's visual impact & effect how you are perceived.
- Standard's floor walks.
- The use of checklists.



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CLEANLINESS

- Essential in food related displays.
- Also reflects the quality of your product.



STALLHOLDERS

- Presentation of stallholders and staff is an essential part of VM.
- Uniforms.
- Hygiene & grooming.
- Customer service.



QUESTIONS



PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE COMPONENTS
- DESIGN CONCEPTS
 - Colour Theory.
 - Colour Wheel.
 - VM Colour Rules.
 - Design Principles.
 - Repetition.
 - Pyramid Groupings.
- CONCLUSIONS



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THE COLOUR WHEEL



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THE COLOUR WHEEL

- Primary: red, yellow & blue
- Secondary: Orange, violet & green
- Tertiary: Yellow-orange, yellow-green, blue-green, blue-violet, red-violet, red-orange.
- Shades & Tints



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COLOUR SCHEMES

Complementary



Two colours that sit opposite each other on the colour wheel.



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COLOUR SCHEMES

Double-Complementary



Made up of four colours- two colours plus their complements.



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COLOUR SCHEMES

Analogous



Three or four colours that sit next to each other on the colour wheel.



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COLOUR SCHEMES

Triadic



Three colours of equal distance from one another on the colour wheel.



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VM COLOUR RULES

- Colour blocking.
- Light to dark/ left to right.
- Alternate colours.
- Colour co-ordinated stories.



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DESIGN PRINCIPLES

- Groupings-
pyramid & repetition.
- Formal & informal balance.
- Rhythm.



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PYRAMID GROUPING

- Informal & formal balance
- Focal point



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REPETITION GROUPING



d m

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REPETITION GROUPING



Can work well when hanging items.

d m

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RHYTHM

- The sense of visual movement from item to item and element to element in a single display or whole department.



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PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE COMPONENTS
- DESIGN CONCEPTS
- CONCLUSIONS
 - Top tips to takeaway
 - Planning
 - Questions



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TOP TIPS TO TAKEAWAY

- Always make a plan and assess any changes you make after a given time.
- Remember to stand in the shoes of your customer.
- Never forget that the basics of VM and high store standards are the most important and everything else gets layered on top of them.
- Have some fun and try new things.

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QUESTIONS


