# FREMANTLE MARKETS "THE YARD"

#### VISUAL MERCHANDISING WORKSHOP

design merchanits

,

#### PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE ELEMENTS
- DESIGN CONCEPTS
- CONCLUSIONS





2

#### 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



6

#### 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.





#### 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.



#### IDENTIFYING YOUR CURRENT MARKET POSITION

- What does your business stand for?
- What is your brand experience?
- How your message is currently represented visually?











#### 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.



7

#### PRESENTATION OUTLINE

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



#### 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.



#### **FOCAL DISPLAYS**





10

#### 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.







1

#### **FOOD STYLING**







#### Romantic



#### **FOOD STYLING**







Fresh



13

#### **FOOD STYLING**







Organic



1

#### STORE LAYOUT

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





#### **PROPS & FIXTURES**

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





16

#### Types of Food Displays & Props





17

#### Types of Food Displays & Props

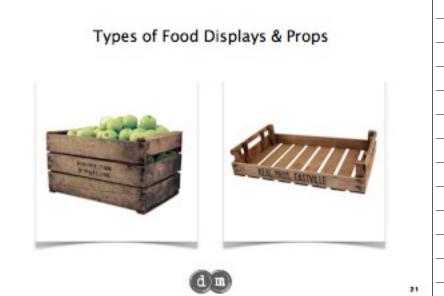


di

18

# 

# Types of Food Displays & Props A month of the control of the cont



#### Types of Food Displays & Props





22

#### **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.



23

#### **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.





#### SIGNAGE & TICKETING

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





25

#### 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.





2

#### STALL SIGNAGE





#### STALL SIGNAGE





28

## 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.



29

#### PRODUCT SIGNAGE





Chalkboard & hand written signage



#### PRODUCT SIGNAGE



Professional shelf ticketing



Designed & printed to fit in with a visual concept



31

#### THE FIVE SENSES

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





32

# 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.



#### **CLEANLINESS**

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





di

34

#### **STALLHOLDERS**

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



3

#### QUESTIONS





#### PRESENTATION OUTLINE

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



37

#### THE COLOUR WHEEL





30

#### THE COLOUR WHEEL

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







#### **COLOUR SCHEMES**

#### Complementary





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



40

#### **COLOUR SCHEMES**

#### Double-Complementary





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



4

#### **COLOUR SCHEMES**

#### Analogous





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



#### **COLOUR SCHEMES**

Triadic





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



43

#### VM COLOUR RULES

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





4

#### **DESIGN PRINCIPLES**

- Groupingspyramid & repetition.
- Formal & informal balance.
- = Rhythm.





#### **PYRAMID GROUPING**

- Informal & formal balance
- Focal point





4

#### REPETITION GROUPING





dn

4

#### REPETITION GROUPING



Can work well when hanging items.



#### RHYTHM

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









44

#### PRESENTATION OUTLINE

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



50

#### 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.

## QUESTIONS





52