

Display Features

Key Terms

visual merchandising
display
storefront
marquee
store layout
fixtures
point-of-purchase displays (POPs)
kiosk

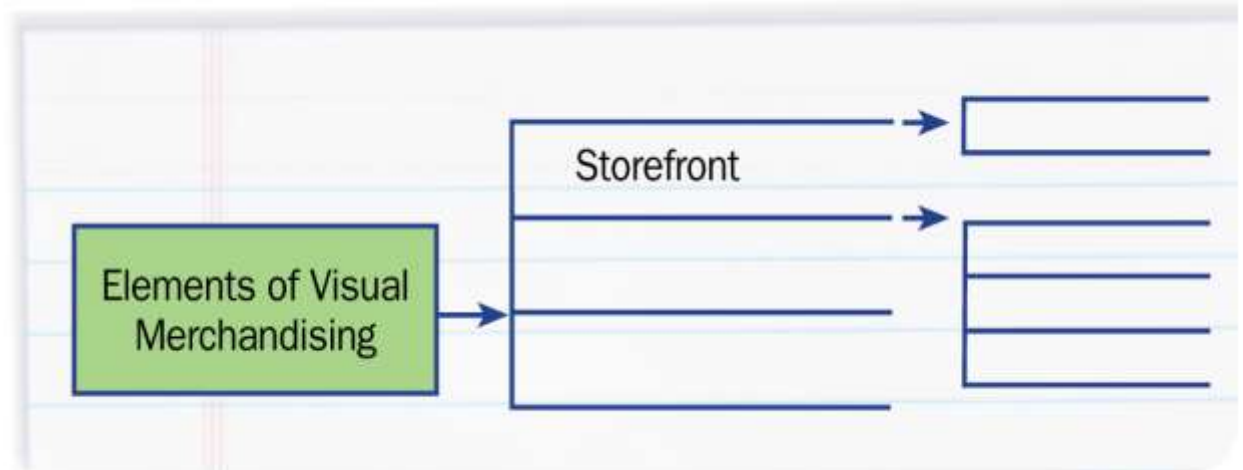
Objectives

- Explain the concept and purpose of visual merchandising
- Identify the elements of visual merchandising
- Describe types of display arrangements
- Understand the role of visual merchandisers on the marketing team

Marketing and the Marketing Concept

Graphic Organizer

Use a chart like this one to take notes on the basics of merchandising and display.



Visual Merchandising and Display

visual merchandising

Coordinating the physical elements in a place of business to project the right image to customers.

Visual merchandising ◀ encompasses all of the physical elements that merchandisers use to project an image to customers, and:

- Promotes interest in merchandise or services
- Encourages purchasing
- Reinforces customer satisfaction

Visual Merchandising and Display

display



The visual and artistic aspects of presenting a product to a target group of customers.

Display ◀ refers to the visual and artistic aspects of presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business environment.

The Role of the Visual Merchandiser

Visual merchandisers are responsible for:

- The total merchandise or service presentation
- The overall business/brand image
- The building and placement of design elements