

VISUAL MERCHANDISING 2203

Professor Jackson

Name : Carlos Contreras

Matching: Choose the one term that best identifies each of the following descriptions.

- | | | |
|--------------------|-------------------|----------------------------|
| A. Promotional Mix | B. Trend | C. Compare, Look, Innovate |
| D. Brand Image | E. Flagship store | F. Services |
| G. Atmospherics | H. Products | I. Cross- Merchandising |

1. A A combination of communication tools- advertising, in-store marketing, special events, and visual merchandising.
2. G The elements appealing to our 5 senses (lighting effects, sound effects, aromas, etc).
3. I Refers to moving merchandise across traditional department or classification lines to combine elements in a single department or display.
4. H A sum of tangible features meant to satisfy a functional purpose.
5. B The direction in which demographic, economics, politics and technological trends are moving.
6. F Intangible, emotional, and generally experiential.
7. D The retailer's identity in shopper's minds.
8. E Displays the highest ideas of a company's brand image.
9. C Judy Bell's action steps for jump-starting creativity.
10. What the acronym S.C.A.M.P.E.R?

S- Substitute

C- Combine

A- Adapt

M- Modify, Minify, Magnify

P- Put to other uses

E- Eliminate

R- Reverse or rearrange

Short Answer:

- 11. Three basic elements of communication: the sender, the message, and the receiver. Explain this theory in your own words using a retailer of your choice. Respond below -- minimum of 5-8 sentences.**

The sender: Just Do It is a slogan that was coined by Nike in 1988 and still holds up to this day with whatever they decide to put out. They want to be the elite sporting goods brand in the world and have thought of many different ways to achieve that, but endorsing Cristiano Ronaldo is probably one of the smartest way.

The message: Ads with Cristiano Ronaldo wearing their clothing or holding up a pair of their cleats makes you believe that even if its for a brief second that you too can be like Ronaldo.

The receiver: Customers flock the stores to get whatever it is that he wears on the field to try and emulate his play style. Customers don't realize that he plays so well with those cleats on because he's a professional and not just because he's wearing them.

- 12. Utilizing Chapter 2, explain a retail strategy that promotes in-store interaction. Respond below -- minimum of 5-8 sentences.**

Chapter 2 defines consumer interaction as in store, experiential practices that allows customers to become aquatinted with products through touch and testing. Examples that promote in-store interaction would include: Sephora make-up testing, and apple events. Customization bars are also a great idea to promote in-store interaction because it gives the customer something to do while at the store. Emphasizing interiors is another really good idea because it enhances the visual experience for the customer. Coach did an amazing job by creating a dinosaur out of handbags which I'm sure got a lot of new eyes in the store to just take a look at it.

- 13. List and define the three components of retailing below.**

- 1. Place:** The need for a space and a location.
- 2. Merchandise:** The need for a product to be transacted and sold at asuitable price.
- 3. A platform:** The need for a business model or a selling concept at a suitable price.

- 14. In your own words explain the benefits of an effective visual merchandising display.**

The benefits of an effective visual merchandising dislpay include attracting new customers to the store and enhancing the shopping experience for your regulars.

- 15. Provide an explain of non-store selling.**

An example of non-store selling is Cristiano Ronaldo uploading a photo to his instagram holding a pair of Nike cleats, and saying how much he loves them to sell them through data-mining.