

Using window-shopping to drive sales

By [Sean Reed](#)

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Reaching any particular demographic effectively requires the use of multi-faceted advertising platforms in a technology-based world. What should be critical to any potential advertiser in today's economy is the ROI (Return on Investment) of every Rand spent on advertising and marketing.



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Gone are the days when we relied purely on television and the revered rating to reach our target market. The world that we live in today is for the want of a better word, eventful. The best form of ROI that advertising can achieve is a direct increase to sales. This is where window displays and in-store fashion displays have a direct impact on mall shoppers.

Capture customer's attention

Window displays are important in retail stores throughout the world extending from high streets to the mall environment. They are the shop front to consumers and influence the consumer's decision on whether to enter the store or not. Retailers spend vast amounts of money to build enticing displays that capture their customer's attention and attract them to the store.

Attention-grabbing three-dimensional displays have a direct impact on the rate of sale of the brand being advertised. The displays need to be eye catching and suitably designed for the respective brand positioning and target market. A 'prestige' brand must have a display that is of a high quality and is unique. The look and feel of these international brands are often dictated to by overseas principles that provide strict guidelines for window displays and having a media company looking after these strict criteria can smooth over the entire process.

When window-shopping, consumers do not see that shop front or window display as overt advertising, it is considered part of the shop. This underrated piece of advertising can then be taken advantage of as the advertising and displays are clues as to the contents and values of the shop and fit perfectly within the 'ambient media' space.

Success of fashion media types

This is the closest potential advertisers can get to the point of purchase to influence the purchasing decision.

Case studies have proven the success of the fashion media types. Each campaign is measured in terms of sales achieved within the store. This media platform is not only about creating brand awareness but also driving direct sales, few of which media offerings can show such a direct correlation.

Demand for this platform has become very high, particularly in premium stores, with advertisers such as Gucci, Chanel, Dior, Clinique, Aramis, DKNY, Prada Candy, Escada, Issey Miyaki and Carolina Herrera 212 VIP Men taking full advantage of appealing to passing shoppers. The reason for the high demand is that these clients are aware of the positive impact this form of advertising has on sales.

It is not just about window dressing, it is also beeper sleeves, entrance posters, in-store lift and escalator branding, hanging banners and gondola ends that can add value.

ABOUT THE AUTHOR

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