

Creative Marketing

Kent Wolfe

Savannah

January 6th , 2006



How Consumers Found Out About The Markets They Patron

Source	Percentage
• Roadside Signs	50%
• Newspapers	49%
• Passing by	49%
• Word of mouth	42%
• Flyers	15%
• Magazines	1%
• Television	1%
• Radio	1%
• Internet	0.3%

Why use Signage

- 50% of roadside stand shoppers discovered market via signs
- An easily seen and readable sign will pay for its self many times over
- Signs advertise 24/7/365
- This is important because research has shown that impulse stops (unscheduled stops) can account for 20%-45% of all business visits.

Passing Motorist Impulse Stopping

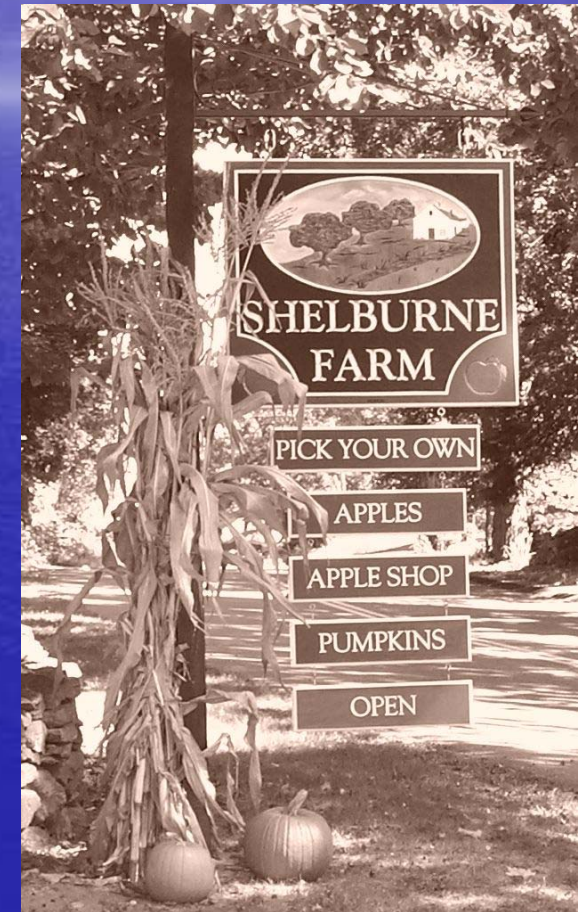
Business Type	Impulse-Stop Percentage
Service Station	45 %
Convenience Market	40 %
Fast Food Restaurant	40 %
Shopping Centers (depending on size)	20 % -35 %
Discount Club/Warehouse Store	20 %
Supermarket	20 %
Sit Down Restaurant	15 %

* Institute of Transportation Engineers Trip Generation Rates

Signage is important

- Information that should be included on your sign:
 - Location
 - Business hours
 - Special Promotions
 - Seasonal Products
 - Other attractions
- Sign should reflect the stands personality

Signage Is Important



Too Much Information



Needs More Information





TOM'S SHELL

*Self
Serve*

*Cash or
Credit*

Regular

ARM⁹

Plus

LEG⁹

Premium

**First⁹
Born**



pilot

1.19 1.15

 **DIESEL FRIED CHICKEN** 









FAMILY MARKET
CUSTOM KILLING



BILA MELUDAH, JANGAN BEGITU KUAT, TERIMA KASIH

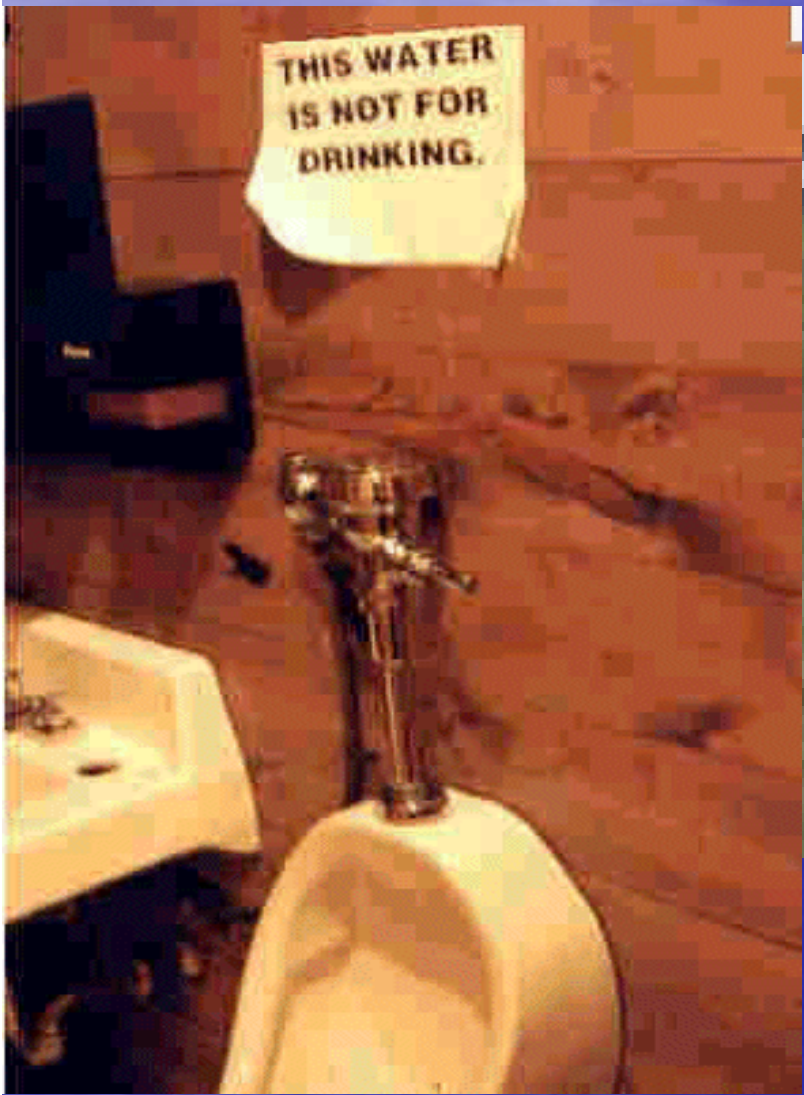
請您把吐痰的聲音調低 謝謝

PLEASE DO NOT SPIT TOO LOUD, THANK YOU

**DANGER AHEAD
FASTEN SAFETY BELTS
AND REMOVE DENTURES**

**GEVAAR VOOR
MAAK GORDELS VAS
EN VERWYDER KUNSTANDE**







What a Sign Does

- Creates customers first impressions



- Providing information to new/potential customers about your business

Things to Remember

- More lanes of traffic, sign may become less visible due to traffic obstacles (i.e., semi truck trailers)
- Drivers have 25-degree cone of vision through the windshield
- Adjust your sign to account for variations between height of the sign relative to the street
- Faster the traffic flow, the larger the sign

Signage Design Tips

- Keep it visible and legible – 30% to 40% of sign should be void of text or images for easier readability
- Save the details for the store – Too much clutter makes the sign hard to read.
- Get peoples attention – if it does not attract attention, loose exposure opportunities
- Silent sales person – creates first impressions and projects businesses image
- Make it memorable
- Use pictures or graphics if possible

Color Use

- Do not use too many colors – distracting
- Make sure colors are contrasting
- Standard color combinations examples:
 - Red/white
 - Blue/white
 - Yellow/black
 - Green/white

Words Read At Various Speeds

Distance (ft)	Letter Width (inches)	Letter Height (inches)	Number of Words at Speed			
			30 (mph)	40 (mph)	50 (mph)	60 (mph)
50	$\frac{3}{8}$	$1 \frac{3}{4}$	4	2	1	0
100	$\frac{3}{4}$	$3 \frac{1}{2}$	8	5	4	3
200	$1 \frac{3}{8}$	7	15	11	8	6
300	$2 \frac{3}{16}$	11	22	16	13	10
400	$2 \frac{7}{8}$	14	30	22	17	14
500	$3 \frac{1}{2}$	$17 \frac{1}{2}$	38	28	22	18

Source: "Should I Grow Fruits and Vegetables? Roadside Stands," Loyd, Renee, M. and Daniel S. Tilley. Oklahoma State University Extension Service, Facts, No. 186.

Merchandising Can Increase Revenue \$\$\$\$\$\$\$\$\$\$\$\$



Retail Outlet Layout

- The layout is often designed to help move folks through the store.
 - The loop - a popular intended to efficiently move customers through the store and increase sales by exposing folks to more items.
 - The curve design - a free-flow setup intended to create a relaxed, browsing atmosphere.
 - The classic floor design- a grid layout where aisles run parallel and perpendicular to each other. This uses floor space well and simplifies stocking.
- Layout should encourage customers to browse

Flow and Appearance

- Shopping should be as easy and enjoyable as possible.
 - Provide carts and baskets - otherwise folks may purchase only what they can carry.
 - Good lighting makes things look crisp and clean
 - Signing helps identify the store, answer questions, and can be used to draw customers desired area.
 - Wide, open aisles are nice because bumping into shelving or other customers can be quite frustrating.
 - Extend displays into aisles intentionally, which impedes passage but ensures prominence.

Positioning and Arrangement

Vertical merchandising –

- Placing like items together in a column, usually putting large things on the bottom and small things at the top. The "sweet spot" for shelf space is between waist and eye level because the goods are easiest to see and reach.
- Prime merchandise need to be in the "sweet spot".



- Arrangement - style, price, color, size, etc.....
- Place popular products around less popular products to expose customers to them
- Cross merchandising displays related items jointly, i.e., apples and apple cider

Projects

- Displays are coupled with recipes - idea of selling a meal instead of just one product.
- Customers can see the recipes and learn how to use the products.
- For example – salad display



Stirring or Moving Products

- It can give an appearance of diversity and change.
- Seasonal items may be brought to the front of the store.
- Sale table may be used to pull customers through other lines of merchandise.
- Expose customers to products that need to be moved quickly.

Endcaps, Dumpbins, and Cutcases

- Endcaps - displays at the end of an aisle
- Dumpbins - large hoppers full of merchandise
 - Endcaps and dumpbins are usually used to highlight sale, sundry or seasonal items. They are changed frequently and are intended to promote impulse purchases.
- Cutcases refer to merchandise in the original container.
 - Cutcases convey a low-budget, bargain-basement image.

Power Aisle

- A power or action aisle – main aisle in the stand.
- A power aisle leads customers through the stand and makes use of endcaps, dumpbins and displays.

Additional Merchandising Tactics

- Take advantage of consumers impulse purchases
 - Create displays that emphasize special products
 - Change displays often and feature different products
 - Provide samples – *if they try it they will like it*
 - Change displays that are not working
 - Talk with customers
 - Offer high-quality products
 - Offer value-added products & arts and craft products
 - Design store for a checkout stand
 - Create a friendly, comfortable atmosphere

Sample to appeal to consumers' taste buds.

- Thirty-two percent of consumers say sampling would help them eat more produce. When sampling, focus on the best-tasting items
- Demos and sampling encourage folks to try new items and appreciate quality and freshness.

Source: Top tips to sell more fresh produce **By Misty Huber**, The Packer.

Impulse Purchases – increased sales

- Impulse purchases can account for 30% or more of supermarket sales.
- Create displays highlighting a product
- Sampling
- Limited checkout area surrounded with impulse items i.e., cookies, breads, jams, and jellies
- Remember, folks will leave with money in their pocket, it is your job to get all you can.

Provide Information

- Thirty-two percent of shoppers say they want storage information before they buy an item. Simple tips, such as whether to put the item in the refrigerator or on the counter, determine whether the customer is going to be a repeat buyer.

Shoppers also are more likely to try new items if they know what to do with them. Thirty-nine percent of consumers say preparation suggestions and recipes would make them more

likely to buy. Source: Top Tips to Sell more fresh produce By **Misty Huber**, The Packer.

Internet

- Internet - In 2005, approximately 56 percent of the 216.1 million adults in the U.S. currently use the Internet, same as 2004 (56%). This translates to just over 120 million adults.

Washington Farms

[About Us](#) | [Seasons](#) | [Field Trips](#) | [Directions](#) | [Contact Us](#)



Strawberries



Blackberries



Pumpkins



Corn Maze



Strawberries

April - June

Picking Conditions

🕒 We are closed for the Season.

The Watkinsville and Loganville farms are **CLOSED** for the strawberry season. We will reopen in April for Strawberry Season.

Tattnall Radio Advertisement





"Adding Value to Georgia's Agricultural Economy Through Research and Extension"



www.caed.uga.edu

College of Agricultural & Environmental Sciences