Get'em to STOP, LOOK & BUY!  
Attention-getting displays that face traffic and hold interest will get customers’ wallets out  
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Sales-producing displays rarely occur accidentally. They usually are a result of a realistic logical attitude about the purpose of the display.

The golf professional interested in operating a profitable shop will give careful attention to planning and executing the details of an effective visual merchandising program; a program that will include window displays, interior displays, niches, ledges and feature spots that are all directed toward getting the customer to buy in his shop.

An important point to remember is that a display’s purpose is to attract the eyes of customers. Therefore, it must face traffic that approaches the window or space from a given direction. This is not as difficult as it may sound. Turning, tilting or standing the elements so they face the traffic can be accomplished by careful observation of the space before you make the layout. Stand outside the window, or in front of the space if it is an interior, while making your plan and determine the flow of traffic or its pattern. Then, arrange the elements in your display to face the traffic.

As effective display must make the viewer (1) stop, (2) look, and (3) buy.

1. Displays must stop customers, literally, in their tracks. The eye catcher of the display, whether it be color, size, or the symbol of an idea must be different and compelling enough to capture the customer’s attention and distract him from whatever he was doing before coming upon the display.

2. Then he must be able to look at it, not merely glance or stare at it. The display must be interesting enough to hold his attention at least long enough for him to assimilate and be impressed with the message in the display.

3. Ideally, if the first two points have been achieved, then he should be aroused or stimulated enough with what he has seen to take action. Action that will result not only in sales at the moment, but cause him to think of your shop, your reputation, your service or your fine merchandise to satisfy his needs in the future.

Effective displays must be planned, thought out and executed to sell an idea. This takes time, hard work, good taste and careful scheduling.

In the planning stage, consider the displays adjacent to the space you will be using for your display. The colors used in your display should be in harmony with those in the adjoining displays. Colors should also be pertinent to the season.

Using a theme or a background that is not compatible with adjacent displays will make the display appear out of place, therefore, less effective. Even before you plan a display for an area where there will be other displays, determine what the others are to contain during the time while the display will be on view.

Most emphatic and dramatic impact is achieved when plans include every available display space and the installation of all displays overnight, if possible. There is much value in the surprise that results from a change that is thorough and complete. Full impact of any visual merchandise presentation is diminished if the installation is allowed to drag on over a period of time in which parts of the display are revealed in a slow sequence. Make every effort to take full advantage of the element of surprise and shock.

When planning, use a monthly calendar with large daily squares for making notations, and make notes that will guide you in making your arrangements. Once the date is set for a display, mark that date on the calendar, then determine how much time you have for preparation. Apportion the time so that a sequence is set which will assure that details requiring the most time are started first and will be ready when the time comes for installing the display.

There are several factors which should receive careful attention when planning displays: (1) timeliness, (2) drama, (3) color, (4) human interest, (5) freshness.

1. **Timeliness.** Of all the requirements that are essential for profitable display, timeliness can be rated as most important. Displays must be timed to the season, holiday, or event that is considered dominant in importance to the viewer at the moment. Generally, two to three weeks before an upcoming event, tournament, holiday or special occasion, is considered ample time to install pertinent displays.

Such gift giving events as Father’s

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set up with proper drinks, etc. A suitable sign could proclaim, "Fashions to relax in."

5. Freshness. This can best be described as that quality which makes the display appear sparkling, new, current, and desirable. Dust, unclean glass, fixtures, outdated or dog-eared signs, out-of-season properties make it impossible to achieve the fresh look. Be careful when arranging displays to check every detail and remove or discard anything that detracts in the slightest from the fresh appearance of the display. Faded fabrics, grass mats or decorative materials can destroy hours of effort and detract from the real value of the merchandise on display.

One of the most serious errors made by the non-professional in setting up a display is "narrow" or "limited" vision; seeing only segments or parts of a display rather than the whole picture. The display should be composed of units that are related to the single purpose of the display and so arranged or laid out that they direct the viewer's attention to that one purpose or idea. Otherwise, the results will be a display that does not "hang together." This may occur from the use of non-harmonious colors, non-compatible elements, materials or textures, or the random and unplanned arrangements of the elements in the display.

Successful and attractive composition is not difficult. It requires only that you keep in mind the single original idea or purpose of the display and a determination to stay with it.

The size, shape and location of the area, along with all the other factors—color, lights, signs, etc.—must be used judiciously. Every element must be in balance for total effectiveness.

Background, color, finish, location, floor covering and lights—these elements must now be considered as the compatible composition that will provide the perfect setting for the message you wish to deliver.

Consideration must be based on the elements in the display—their shape, color and size—so that when you have completed preparation of

Effective displays can be achieved simply and inexpensively. Here, fashions are highlighted by using mannequin in a car, with accessories near by, and canvas scenery rotating on tubes.