



Increase Sales By Powering Up Your Point-of-Purchase Program

Nothing works harder to sell merchandise inside your franchise location than a well-positioned point-of-purchase program. Good point-of-purchase (POP) using the power of in-store offers can make the difference between a single purchase and a number of consistent multiple purchases.

Consider that more than 80% of purchases are made while consumers are in the store.¹ This is the finding of the most recent **Mass Merchant Study** from **Shop!** (previously, the Point-of-Purchase Advertising International -POPAl.)

Some studies² show that POP delivers between 2.6% to 45.5% sales lift!

With so much resting on impulsive in-store shopping, it makes sense, then, to invest in making sure your POP and merchandising displays effectively persuade shoppers.

Clayton Kendall, guides franchisors all over the country in producing POP kits that sell effectively. These kits can include shelf signs, aisle banners, printed materials, and even employee uniforms! We produce the POP kits, store them and ship them to each retail location when requested. We also create the online store from which to order and manage these kits.



Stay In Brand Compliance

POP kits are an important part of a well-run branding program for franchise brands. An important element of an excellent POP program is that signage stays 'on brand.' This doesn't just mean that the colors, tone and content matches your franchise brand. It also means that the printing quality, the substrates that are used, and the sizing of materials in kits must be consistently executed and in line with the ongoing promise of your company.

All items in our Clayton Kendall-produced POP kits are approved by corporate and, therefore, are brand compliant.

Most POP kit items will be printed at the same place and same time to guarantee quality and continuity throughout the community regardless of whether your franchise is in Poughkeepsie or Portland.



Built To Fit Each Location

The physical footprint of each franchise location can vary widely. So signage and promotional materials must adapt to these differences. We tailor POP kits to the profile of each location. While this is extremely important, we are often surprised that some franchise companies skip this step and try to use the same cookie-cutter program for each of its stores.

To maximize efficiency, all POP kits are packed and drop-shipped from one central warehouse and tracking is provided, assuring on-time delivery to each franchise location. Our efficient kitting assembly line system safeguards against picking and packing errors. Each of our warehouse representatives is responsible for packing a single product - referring to photos to make certain the correct product is being packed. Then, at least one individual reviews each order before shipment. Quality assurance is a critical part of POP kit production because if a kit is not produced correctly, time and money are wasted.

The Many Uses of POP Kits



How do franchise brands use POP kits? Our franchise clients use them to enhance new product rollouts, new art campaigns, holidays, special promotional events or new menu editions. One of our growing franchise companies uses POP kits to introduce new flavors for their food offerings. Another company produces kits when they update their marketing imagery and introduce new products.

In summary, POP kits are a valuable and cost-effective tool for your franchise community. Clayton Kendall can partner with you on the strategy, development, production, and fulfillment of your kits and help to ensure that in-location branding boosts your revenue and creates happy customers.

Sources:

¹ POPAI 2014 MASS MERCHANT SHOPPER ENGAGEMENT STUDY

² Topical Marketing Report Information Resources Inc. (Sign of The Times Magazine)
Dupont Store Exit Studies (Sign of The Times Magazine)

Convenience Channel Study by POPAI (Point of Purchase Advertising International)
Media Dynamics, Morgan Stanley and PCI Research