

In the fast paced environment of home entertainment correct product position and point of sale are key factors to achieve sales targets.

To ensure retail compliance of a specific Point of Sale FSDU a leading video game publisher required a UK team of dedicated merchandisers to visit a number of retail store groups.

Infinite Field Marketing Solutions sourced a team of merchandisers strategically chosen due to location and experience.

Challenge & Objective

- Ensure client Point of Sale and products were displayed correctly
- Install ad-hoc point of sale items to increase customer awareness
- Where possible, increase share of voice
- Accurately record and photograph specific detail required by the client

Results

The team showed a 100% ROI by installing all of the Point of Sale items into stores. The standees were supported with additional 'walk in' POS items and used to construct large elaborate displays.

In the majority of stores the POS displays led directly to additional product sites in prominent areas near the tills, entrance or windows increasing Share of Voice and ROI. This is because a monetary value is normally associated with the volume of product units displayed and position in relation to footfall and customer exposure.

The POS had a direct affect upon store sales through the prominent positioning of the FSDUs and further indirect sales through increased customer awareness.

Want to know more?
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**EXCELLENCE
IN EXECUTION**

infinite FMS is a leading and award winning field marketing agency specialising in the technology, comms and consumerelectronics sector.

It employs and trains full time dedicated teams for specific clients' needs and also has access to over 2000 tactical staff which have proven merchandising and demonstration experience; both of which adds real value to a company's brand and market presence.

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