

THE RETAILER RECEPTIVITY GUIDE

AN INDEX OF IN-STORE TACTICS USED BY LEADING RETAILERS

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PATH TO PURCHASE INSTITUTE *Shopper Marketing* pathi.org

Tactic	Walmart	Target	Walgreens	CVS/pharmacy	Rite Aid	Kroger	Safeway	Ahold	Publix	Dollar General	Family Dollar	Costco	Sam's Club	Home Depot	Lowe's	
ENDCAP DISPLAYS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHELF TRAYS/PDOQS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PALLETS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
FLOORSTANDS/SHIPPERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
DUMP BINS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
POWER WINGS/SIDEKICKS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
CATEGORY MANAGEMENT SYSTEMS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SPECTACULARS/LOBBY DISPLAYS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
MERCHANDISERS ▲																
PROMO TACTICS ▼																
A-BOARDS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
AISLE VIOLATORS/FINS/BLADES	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
BALLOONS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
BASE WRAP	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
CEILING BANNERS/SIGNAGE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
CHECKOUT ADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
CHECKOUT DIVIDERS/SEPARATORS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
CIRCULAR RACK ADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
COOLER CLINGS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
COUNTER CARDS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
DEMONSTRATION/SAMPLING KITS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
DIGITAL SIGNAGE ADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
EMPLOYEE APPAREL	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
ENDCAP SIGNAGE KITS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
FLOOR DECALS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
HEADER CARDS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
AT-SHELF PRODUCT DEMO/SAMPLE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
IN-LINE/CATEGORY HEADERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
IN-STORE RADIO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
INFLATABLES	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
OUTDOOR SIGNAGE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
NECKHANGERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
NEW ITEM SHOWCASES	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
POLE TOPPERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PRINTED MATERIALS/HANDOUTS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PLACEHOLDERS, ON-SHELF	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PRICE-LABEL MESSAGING	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SECURITY PEDESTAL ADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHELF BLOCKERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHELF STRIPS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHELF TALKERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHELF DANGLERS/WOBBLERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SHOPPING CART ADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
SIDE PANELS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
STANDEES	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
TAKE-ONE DISPENSERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
TEARPADS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
T-STAND POSTERS/STANCHION SIGNS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
WALL BANNERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
WINDOW CLINGS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
WINDOW POSTERS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
KEY RETAILERS ▶																
KEY RETAILERS ◀																

BEST BETS

WALMART: Nothing beats an Action Alley pallet display (or four-way placement). Nothing.

TARGET: Although hard to secure, collaboratively designed endcap signage kits are most effective at drawing shopper attention.

WALGREENS: Those aisle-spanning temporary archways can be seen from anywhere in the store.

CVS/PHARMACY: Might be worth inquiring about the dump bin that accompanies the ExtraCare Coupon Center.

RITE AID: "Red Hot Specials" endcaps put brands upfront and center in stores.

KROGER: Floorstands customized for the retailer's tentpole promotions can deliver a long-term secondary presence.

SAFWAY: Temporary floorstands/shippers seem to be the easiest route to secondary merchandising.

AHOLD USA: Seasonally themed spectaculars inside entrances (right door is better) typically make room for multiple manufacturers.

PUBLIX: Three-sided standees have become a standard tactic with most major promotions.

DOLLAR GENERAL: Exclusive promotions typically earn an endcap as well as in-line signage.

FAMILY DOLLAR: Shelf trays can deliver flexible placement options, including endcap positioning.

COSTCO: "The Fence" requires a full portfolio, so aisle-end placement for one brand's pallet display is more attainable.

SAM'S CLUB: Demonstrations/sampling programs (through Shopper Events) are an easy way to get into the power aisle.

HOME DEPOT: Brands that secure power-aisle endcaps get a lot of leeway to create unique vignettes; Like Lowe's, HD now looking for "New Innovation."

LOWE'S: The chain uses many of its 60 endcaps for SKUs offering "New Innovation" or a "Creative Idea."

RECEPTIVITY BY CHAIN: GREEN = OFTEN USED YELLOW = SOMETIMES USED RED = RARELY USED



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