

SALES

Point of Sales: The new way to the customer

The battle for customers at the Point of Sale (POS) is intensive and the prize fight extends to the West-European market.

By Jürgen Nünning



Christian Machers

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"We have observed a further tendency at the POS of vendors and/or brands with strong budgets permanently blocking secondary display space. More and more, many activities of other manufacturers only find their way to customers at the shelves or in the aisles", according to Alexander Kunert.

Some brewers and mineral water vendors try to get better visibility and differentiation by festooning their beverage cabinets with strong brand labels or by placing new containers. Soft drink manufacturers use advertising cooling cabinets with their logo as additional sales points; they strengthen their presence thereby and offer the customer additional benefits by cooling the drinks.

Although digital signage (digital advertising) is being discussed and already applied at over 32 percent of POS positions in the European market (Goldmedia 2008), the retail trade is

adopting a wait-and-see stance. The English and French retail trade may still be ahead of their European neighbours, in view of falling prices for screens and the high efficacy of the measures, a broadly based

breakthrough may well succeed in the near future. According to a Nielsen study that looked at the efficiency of advertising on displays, sales rose up to 33 percent because of digital signage for four out of five products. "The digital presentation attracts attention, creates ambience and appeals to customers. It makes the product more easily accessible to the customer", explains Gastro-Cool managing director Christian Machers, whose business is specialised in marketing beverages at POSs. His prognosis for the future for the European market: "Interactive marketing of products through mobile communication tools will gain in importance.

Free communication solutions, such as Bluetooth and WLAN, create excellent conditions for that." First tests, whereby Bluetooth interfaces were integrated into advertising refrigeration devices and coupons could be transmitted free of charge to mobile phones were very promising indeed. ● (bmg)



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"Up to 60 percent of the sales of manufacturers is through promotions", says Alexander Kunert, Account Manager at iMi, a marketing agency in Eltville (Germany), with an eye to the German market. A favourite promotion tool nowadays is check-out couponing, whereby the shopper will receive a discount on his next purchase.