



IT'S A
FAMILY
AFFAIR

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Visual merchandising is as important as traditional marketing or advertising. A well-made display will entice shoppers to check out your product line. A poor display will have the opposite affect and turn them away. You can improve the effectiveness of your displays, however, by using mannequins. Don't underestimate the use of accessories with your mannequins. Even if your primary goal is to display a particular set of waders, accessories such as hats, sling-packs, sunglasses and even water bottles will not only improve the aesthetics of your display, they will also prompt customers to see product that can be hidden underneath packaging and in display cases.

R3 TIP

Demonstrate your commitment to family fishing by showcasing a family in mannequin form. You can even include the family dog.

Women account for 85% of all consumer purchases.

Source: Yankelovich Monitor & Greenfield Online



IDEAS BEST SUITED FOR:

- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60