

ROCKET PRODUCTION

THE LEADING SUPPLIER OF MEDIA SCREENS, LEDS, MOTORS & SOUND UNITS



3 STEPS TO IMPACTFUL RETAIL DISPLAYS:

**How to Drive Shopper
Engagement and Dwell Time**

01

ADD LIGHTS FOR MAXIMUM IMPACT

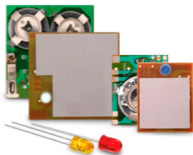


Adding lights can make your display more than twice as impactful.

- Lights are a simple and cost effective way to enhance displays
- Lights fit seamlessly into all locations, and are a welcome addition for most shoppers
- The wide variety of lighting choices on offer support creative display designs

Make your choice from:

- Wired or wireless
- Always on, timed or motion activated
- Panel or LED
- Custom or stock designs



**ADD LIGHTS TO YOUR DISPLAY TO
INCREASE SHOPPER DWELL TIME BY
AS MUCH AS 215%**

02

INTRODUCE MOTION FOR ADDED EFFECT



76% of shoppers responded favourably to displays featuring lights and motion.

- Place motion components where you want to draw the most attention
- Pair motion with lights for maximum impact
- Be mindful of how movement will impact on the visibility of your brand. Leverage motor types and speeds for the best results

Choose from:

- Turntable motors
- Pole motors
- Wobble motors
- 4 in 1 motors



**COMBINE LIGHTS AND MOTION FOR
MAXIMUM EFFECT**

03

DISRUPT WITH SOUND



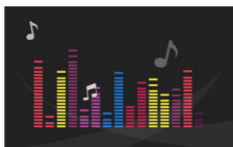
Shoppers were 14% more likely to intend to purchase when they experienced the display with sound, lights and motion.

Sound is a great disruptor and can be effectively used to draw attention

Because it is an effective disruptor, sound is not the right solution for all locations.

Consider the location and competing ambient sound

Make use of motion or touch-activated sound units to create impact while limiting unwanted disturbance



SOUND IS AN EFFECTIVE DISRUPTOR

For quotes and samples visit
rocketproduction.com

ABOUT ROCKET PRODUCTION

Rocket Production is your reliable partner to the display industry, enabling the creation of innovative customer experiences through the supply of light, sound, motion and media screen components.

We aim to be a thought-leader, sharing insights and encouraging discussion about developments in the retail display industry.

We're flexible and move fast because we know your customers move fast too. Our custom-built and stock components support fresh, forward-thinking displays.

Rocket Production. Bringing Displays to Life. To learn more, visit rocketproduction.co.uk

ABOUT THE STUDY

In 2016 **POPAI UK** supported by **Rocket Production** conducted a study to understand how various in-store display enhancements impacted on shopper behaviour.

The facts in this leaflet are taken from this study.

To find out more, and to download the full research report visit rocketproduction.co.uk

+44(0)20 7424 4030
sales@rocketproduction.co.uk
www.rocketproduction.co.uk

ROCKET PRODUCTION
THE LEADING SUPPLIER OF MEDIA SCREENS, LEDS, MOTORS & SOUND UNITS

