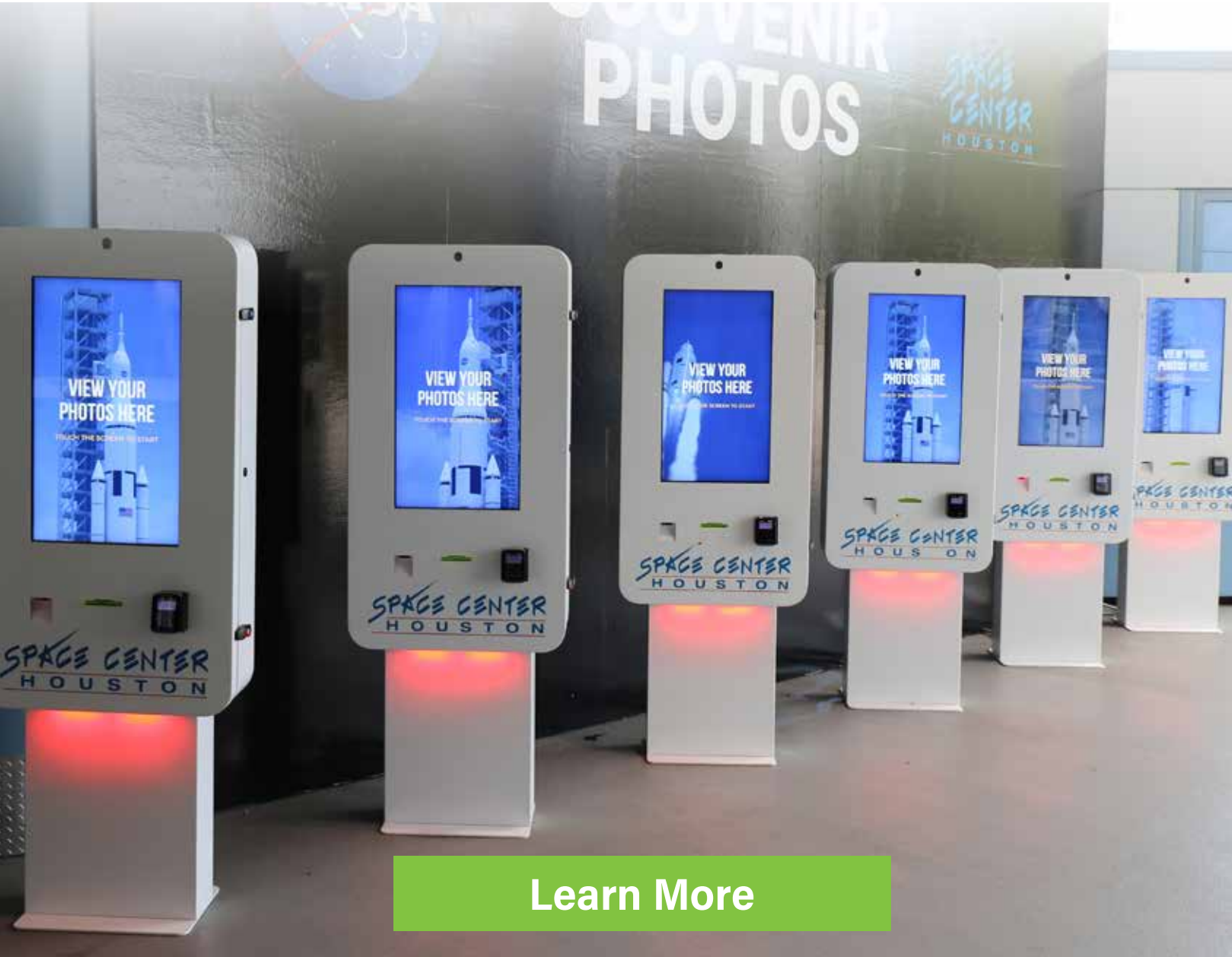# FMAGAZINE

A GUIDE TO

POP DISPLAYS + KIOSK RESOURCES

The best of in-store merchandising, interactive kiosks and store fixtures for brands and retailers nationwide

Outdoor Kiosks

A Kiosk Solution Built to Weather the Elements

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IN THIS ISSUE

Frank Mayer's new logo

Welcome!

More than 90 years ago, my grandfather had a vision to help small businesses design eye-catching signage for their store windows. That quickly turned into a bigger vision when he started creating effective point of purchase displays for those brands and companies to engage their customers and sell product.

Our dedication to retail solutions has been the common thread throughout our storied history, leading to incredible projects, countless awards, and a well-respected name in the point of purchase industry.

Like many longstanding companies, we've also broadened our scope throughout the years. In the late 1970s, we partnered with Atari to design a kiosk to promote their handheld game system. This first project started our path down a long road of kiosk programs with recognizable names like Nintendo, Dave & Buster's, Amazon, BMW, and so many more.

Fast forward, we're now a leader in the design and manufacture of both retail displays and kiosk programs across numerous industries. Both facets of our company point to my grandfather's understanding of the customer's journey.

It's why we felt it was time to not only refresh our website, but also unveil our new logo that communicates the core expertise we provide.

This new look clearly encapsulates the work we do every day for our clients. What isn't new is the outstanding team of people and end-to-end services our customers and future clients can expect from Frank Mayer.

Thank you for being a part of our journey!

Mike Mayer
President

A Complete Guide to Point of Purchase Displays

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

Brands must rely on many marketing tools to promote new products and drive sales. Campaigns are often composed of traditional advertising, social media, digital marketing, and countless niche avenues to educate shoppers and drum up interest.

But knowing that 82 percent of shoppers are more inclined to purchase after seeing, holding, or demoing a product, brands are also wise to include in-store efforts in their strategies, as well.

Enter point of purchase displays. POP displays are a category of retail marketing that helps brands and retailers advertise products and influence purchasing decisions. Often custom, they can range from plastic countertop merchandisers near the register to large, freestanding displays on an aisle end cap – and anything in between.

Different types of retail displays serve unique functions, so we've compiled a short list of the most popular point of purchase displays and outline the advantages of each.

End Cap Displays

End cap displays are located at the end of an aisle, facing a highly trafficked walkway in a store. Understandably, this area is prime real estate because products benefit from increased exposure and a lift in sales here.

These displays can be both freestanding as well as fixed to gondolas, so when deciding on an end cap solution, recognize what options are available from the retailer. Typically, furniture stores or specialty electronics stores can accommodate freestanding displays, while grocers usually require end cap displays employ their existing fixtures.

Frank Mayer Model Maker Joe Poborsky offers a few points to consider when designing an end cap display.

"If you're affixing to a gondola, keep in mind the height of your product so your merchandise fits in the designated shelving," he says. "And if you're opting for a standalone display, be mindful of stores' sight line regulations where displays must be under a certain height to help mitigate loss."

When it comes to retail product displays, end caps are a popular choice because of their premier locations. When designing this type of display, make sure to capitalize on the foot traffic and measure for both increased brand awareness and sales.

Inline Displays

Unlike an end cap display, inline displays are found on an existing shelf in an aisle. They can be temporary or permanent and, like end caps, can stand alone or attach to a store's existing shelving.

And while individual aisles are less traveled than main thoroughfares, an inline display offers exposure for brands that want their merchandise to stand out amongst competitors in a category.

Because custom retail displays can offer intriguing visuals, interactivity, and information, they differentiate a brand from the others on a shelf.

"In a sea of brand names for lightbulbs, electronics, and more, inline displays cut through the clutter and draw attention to specific companies and products on a shelf," says Poborsky.

These point of purchase displays also provide good opportunities to utilize media. Motion sensors, aisle violators, and shelf talkers are all interactive tools that capture interest and improve awareness.

Freestanding Displays

A freestanding display is a standalone display that doesn't attach to store racks. Often, these displays are merchandisers, selling product right from the unit. However, there are also instances of freestanding displays designed to demo products or educate the consumer.

Freestanding displays have impact, so brands invest in them to showcase their merchandise in a fully controlled, branded structure that's usually placed in prime store locations.

Aesthetic maintenance is important to consider when designing this type of point of purchase display.

For example, Poborsky shares how levelers are used to extend a display's lifespan and keep the bottom from getting dirty when store associates mop. Similarly, adding features like toe kicks or using dark colors in high-traffic areas will also prevent scuffs, dents, and broken parts.

When determining if a freestanding display is the right avenue for your brand, ask your display manufacturer about temporary and permanent options as well as special design strategies to capture customer interest.

Interactive Displays

Interactive displays are exactly what they sound like – a POP display that has an interactive element built in. This could be anything from simple motion sensors and buttons to video monitors, sound, and other digital effects.

"Any time you have activity, it's going to draw people in," Poborsky says. "Adding lights, motion, sound, and video creates that extra interest."

Digital signage is a good example of this. A Nielson survey once found 68 percent of customers agreed digital signage influenced an in-store buying decision while 44 percent felt it swayed them to buy an advertised product over one they originally intended to purchase.

Building activity into a display also means you're increasing engagement time with your potential customers, leading to a higher likelihood of a sale.

Some brands even go beyond the basic interactive features and utilize elements like touchscreens, camera analytics, and more to create a high-tech retail display.

"I'd even go so far as to say kiosks and digital signage could be considered types of interactive displays," Poborsky states. "They're generating interest and influencing buying decisions which, at the end of the day, is the goal of point of purchase displays."

Countertop Displays

Counter space is valuable in stores. Not only is it limited, but it's also a premium location for countertop displays because it's typically near a cash register where foot traffic is high.

"Some brands choose to manufacture a display that has both a freestanding version as well as a countertop alternative," Poborsky says. "This gives them options depending on different retailer's needs."

The main advantage of building a countertop display is in the pricing. Manufacturing these smaller displays can save in metal or other materials.

"Counter displays are similar to standalone displays in that they can be permanent or temporary and have the same allowances – like being screwed down for stability or outfitted with interactive elements," Poborsky states.

When designing your next freestanding retail display, assess if a countertop version could also be a beneficial addition to the program.

Merchandisers

Anytime a product is sold off a retail display, it's technically considered a merchandiser.

To sell merchandise from a display, businesses will need to keep in mind a variety of considerations.

"Tailoring a display to best fit the merchandise is important," Poborsky shares. "Does the product sit flat? Can it be hung? Are items in a blister pack that can be on hooks or a shelf? These are all influencing factors on how a merchandiser is designed."

In addition, security can play a large role, too. Brands may want to safeguard higher-priced merchandise to deter theft. For this, displays are engineered with cases and locks. But, keep in mind it adds a layer of complexity since purchasing an item will need to involve a retail associate as well as a key for access.

At the end of the day, merchandisers are effective tools to attract attention, educate consumers, and sell products – all in one convenient place.
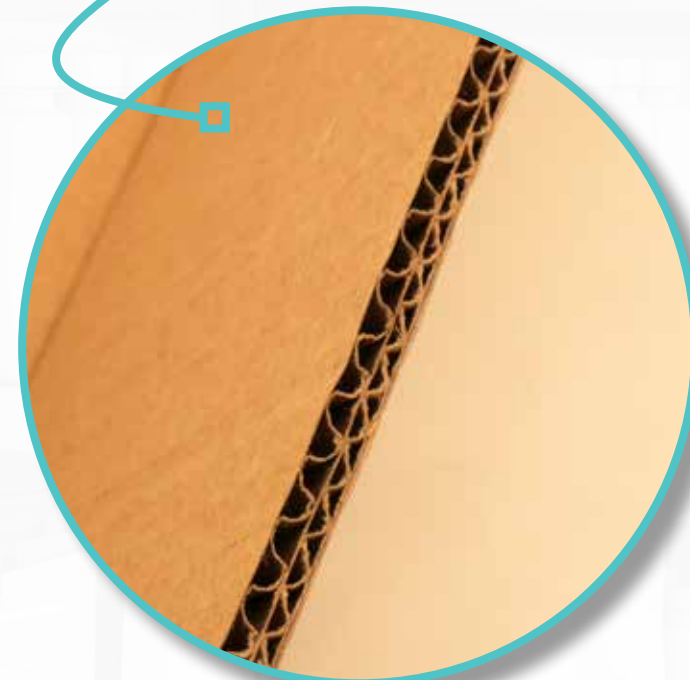
Temporary Displays

While permanent and semi-permanent displays are designed to hold up for months and years, temporary displays are made to last weeks. Often made of corrugated cardboard, they're a great option for brands that have shorter marketing timelines for specific products or are using them for seasonal branding.

These displays are perfect for consumer product goods and alcohol – categories that frequently promote new flavors or market around holidays or big events.

Price point is a big advantage for temporary displays since the cost of materials is much cheaper than heavier-duty options. That being said, they're more susceptible to wear and tear, which is why they don't stand the test of time.

If brands are looking to have updateable features on their displays but want a more permanent fixture, there are solutions that can be built into longer lasting displays.

"Using aisle violators or magnetic graphics that can be swapped out is always a solution," Poborsky states.

Conclusion

The list of point of purchase displays could go on and on – ceiling halos, digital signage, gravity fed dispensers, and more are additional categories in visual merchandising efforts. When determining what best fits your needs, consult with a reputable retail display manufacturer who can guide you to the right option.

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We've been manufacturing point of purchase displays for more than 90 years. Take a look at our gallery for a sampling of our programs, then contact us to discuss your next custom display campaign. «

5 Things Your Kiosk Should Do

Katie Kochelek, Marketing Specialist
Frank Mayer and Associates, Inc.

If you're reading this, you're likely either planning a self-service program or about to start. As you prepare, make sure your kiosks check all the boxes for user experience and operation. Here we detail five best kiosk practices that should be standard considerations for every project.
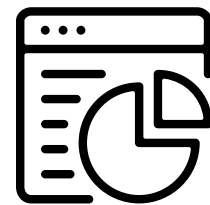
1 Passively Capture Analytics

Interactive kiosks are often recognized for the multiple advantages they provide their users, like convenience, privacy, and ease of use. However, companies that employ self-service realize many benefits, too, including the ability to collect data.

In short, kiosks capture a wide range of analytics about customer behavior, product sales, and kiosk usage. With this information, businesses can measure everything from loyalty program sign-ups to the popularity of a product – and anything in between.

These data then enable companies to make quick adjustments when needed. For instance, if a kiosk shows fewer transactions than surrounding units, it can signal bad placement at a location. Even analyzing something as simple as back button clicks can indicate customer confusion on certain screens, giving the business a chance to better clarify instructions or information.

Pilot programs are an ideal time to assess this functionality and flow. Frank Mayer kiosk specialist Edward Roberto agrees.

"With custom kiosk solutions, prototypes and pilot programs are certainly the norm for new deployments," he states. "And during these pilots, organizations should be asking themselves what they can evaluate beyond just the metrics of if the kiosk works."

Furthermore, acquiring these figures can easily be done remotely, which is important for kiosk programs that span multiple locations and regions. Gaining important insights about the kiosk user experience at a convenient central location means data are streamlined and decisions amongst various departments can be made using real-time results.

2 Utilize Responsive Interactive Cues

When it comes to best kiosk practices, integrating responsive interactive cues is key. Examples of these cues include button click sounds or progress bars to signify to a kiosk user their touch or selection was registered.

"A responsive kiosk user interface is a crucial component of developing a kiosk application that's a pleasure for your customers to use," says Andrew Savala, COO of Bixly, a custom web and mobile app development company. "If your kiosk's user interface appears sluggish, you can expect your customers will opt for interacting with a cashier, which defeats the purpose of having a self-service kiosk."

Responsive cues are essential to eliminate confusion. During a transaction, specifically, customers expect indications the kiosk is processing their payment. Without this, businesses run the risk of the user re-clicking a submit button or canceling a payment while in progress.

Sometimes preliminary processing is necessary when a kiosk application is first run or a new user session begins. In this case, says Savala, kiosks can utilize a splash screen where the application can perform any initial caching or processing.

"This preliminary processing avoids performing these operations while the user is trying to interact with the kiosk and ensures the user interface stays responsive," he says. "During this splash screen, the user might see a popup window with a message stating their session is being prepared and some animation indicating the kiosk application is loading."

Interactive cues aren't only reserved for software, though. Hardware can also guide users to the next steps. This includes things like LED lights that surround a card reader or indicator lights on a cash acceptor that prompt people to pay.

In the end, the best kiosk solutions will always consider how to perfect the customer experience – and sometimes those strategies can be as simple as the sound of a button click.
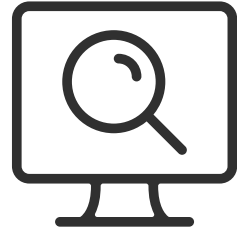
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Remote Access for Monitoring and Maintenance

When deploying kiosks to multiple environments, remote access can troubleshoot issues if they arise. Reviewing the system health, changing kiosk content over the air, and addressing issues quickly are all advantages of remote entry.

Often, matters that require remote assistance are content-related, whether it's an update to a product line or adding new information. Even larger issues, though, can be addressed quickly because of remote monitoring.

"Some statistics show about 18 percent of all kiosks in a retail environment aren't working properly," says Bob Gatta, CEO of Data Display Systems LLC, a company that provides clients with value through its unique end-to-end ability to design and manufacture electronic hardware and couple these custom products with its in-house software expertise. "With a remotely managed kiosk, the brand knows if the kiosk is offline and can take immediate action to correct the situation."

If kiosks are still connected, remotely rebooting the system can frequently help solve the issue. However, alerts can be set up to automatically email or text team members if kiosks go offline.

"One of the most important features is simply knowing the moment a kiosk is offline, which enables someone to proactively contact the store location to troubleshoot a problem," says Gatta. "Fixing the problem over the phone saves the cost of providing third party labor and increases the kiosk uptime."

He adds, "Even if the problem is not able to be fixed via phone, relaying information to a third party quickly can decrease the amount of time required for any kiosk repair."

Remote monitoring and maintenance solutions should be high on the list when evaluating a kiosk program's needs.

Have a Wi-Fi Backup

It's always preferred to hardwire a kiosk to a network, but it's not always an option for every budget or location. In that instance, many companies default to using Wi-Fi.

While Wi-Fi is a reasonable solution, many issues can arise from solely depending on wireless for connectivity. Too many devices on one network can cause a lag from a weak Wi-Fi signal while outages can force a site's kiosks offline.

The lesson here? Have a backup.

"Using Wi-Fi is more cost-effective because hardwiring typically requires more material and man-hours for installation. Sometimes older buildings make it nearly impossible to hardwire anyway," says Roberto. "But having a standby ensures your kiosks are always functioning."

Cell modems have become more common and are a great

4

plan B for Wi-Fi-powered kiosks, especially those that are critical and can't afford to go down.

Traditionally, it was difficult to source a cell carrier for this because different carriers had varying degrees of coverage depending on the location – a challenge when considering it for a kiosk program that spanned the nation.

Now, though, there are companies that provide kiosk-specific, multi-carrier solutions for 5G.

"With network connectivity options getting exponentially better at such a low marginal cost, ensuring your kiosk is always connected just makes sense," Roberto claims.

Employy Cross-selling and Upselling

5

There's a reason self-service kiosks are so popular in industries like QSR. Suggesting a dessert or prompting an upgrade to a value meal equates to a substantial increase in ticket size. Widely reported data show fast-food ticket sizes can be as high as 25 percent more in this sector thanks to a variety of reasons that include cross-selling and upselling.

But these solutions aren't limited to the QSR space.

"Smart kiosk software will identify areas in the customer journey where a product add-on or an upgrade recommendation can increase an order size," Roberto shares. "Beyond QSRs, industries like retail, hospitality, and cannabis can see extra revenue from employing cross-selling and upselling strategies."

Whether guests are adding a spa package to their hotel stay or signing up for a loyalty program before checkout, responsive software adds to the kiosk user experience and can benefit a business' bottom line.

Conclusion

A kiosk program can require a lot of planning, from the high-level aspects like design and function to the nitty-gritty components like software and hardware. Together with a reputable kiosk manufacturer, our list of best kiosk practices will set your next kiosk campaign up for success. «

We've been a trusted name in kiosks for decades, designing, engineering, and manufacturing self-service solutions for brand names both large and small. Explore our standard line of kiosks for a quick-to-market solution, or learn about our custom kiosk options if you'd like something tailor-made to your specifications.

The Future of Car Kiosks

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

The car buying method has changed immensely. Customers no longer refer to glossy brochures, instead preferring an internet search to visit a car brand's homepage and find a nearby dealer. With digital sales tools, car buyers come to a dealership armed with more insight than before.

But how can car brands capitalize on the modern-day consumer's demand for convenience and immediate information while also fulfilling their need to see and experience their product?

With more business verticals adopting self-service technologies to meet customer desires, the car industry can also utilize these same systems to allow buyers to seamlessly move between digital capacities and the showroom floor.

Offering car kiosks in the dealership and service areas can help put the customer in charge of his or her experience.

Car Kiosks for Service Departments

There are numerous advantages automotive kiosks provide to both brands and dealerships. For one, service departments could specifically benefit from auto self-service.

Imagine customers who need a simple service like an oil change. Instead of employing labor to man a reception desk, customers can quickly drop-off their automobile at the car bay and leave with the help of a kiosk.

Software can let them sign in, choose their appointment time, and walk away with a key to a loaner car. The whole process can be done without needing to wait for customer service, and dealerships can redeploy counter staff to other tasks.

Auto Kiosks to Promote Latest Models

Service-related kiosks would provide specific perks to hurried car owners, but a kiosk with the latest promotions and products would also be an enticing beacon to customers waiting for their tune up in the service lobby.

Offering a brand kiosk in this area can showcase the latest models and advertise lease deals and savings.

Additionally, showcasing interactive features, customization options, and product recommendations would help car makers entice brand loyalists to check out the latest car models or after-market additions available.

Self-Service as a Sales Tool

Showroom kiosks fit in seamlessly on the dealership floor as an added sales tool, as well.

Currently, customers can build customized cars online. They spend time picking out tires, choosing a color, deciding on a sunroof, and grappling with the idea of splurging for the satellite radio subscription.

Offer them the convenience of walking into a showroom, finding a car kiosk, and logging into their account to pull up their saved customizations. Customers can then flag down a sales associate to help make their vision a reality by referencing the car on the screen.

Conclusion

The infinite possibilities for car brands to not only grab buyer attention online, but to carry the excitement and transparency through to a showroom floor is the future of car buying. And in the middle of it all, self-service automotive kiosks will be an essential component in these plans.

FEATURED KIOSK

M.Folio Driver Kiosks

MacGregor Partners tapped Frank Mayer to design and manufacture the M.Folio Driver Kiosks that provide self-service check-in and printing functions to drivers submitting shipping documents at warehouse locations. The warehouse kiosks replace face-to-face check-in, increasing safety and redeploying security guards, shipping clerks, and office staff to other tasks.

Read more about the warehouse driver kiosk program.

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