



Making the Most of Window Displays

Window displays are an essential marketing tool as they serve as the first visual point of contact with potential customers. They have the unique ability to promote specific products and services while communicating a wide range of messages.

Window displays not only showcase products and discounts, but they also convey the level of customer service and care potential buyers can expect to receive. Moreover, stores which utilise creativity and ingenuity to set themselves apart from similar stores in the area will be able to capture the interest of passersby and increase their desire to engage with the business.

As National Pet Shop Day is a celebration on what you, as high street pet stores offer to the local community, what better time than now, that to get creative and really sell what it is that you do to a wider audience via the biggest sales platform you have – your windows.

Here are our top tips for making the most of your displays in the run up to, and during National Pet Shop Day;

- **Tell a story:** Choose a captivating theme or narrative that aligns with your shop's style and offerings. Consider incorporating props and decorative elements to emphasize your story or convey a desired message. For instance, if you have a family business with a rich history, why not showcase a specific era in your window display to evoke a sense of heritage and charm?
- **Think outside-in:** Step outside your door and observe what your customers will see before arranging your display. Take tape with you and mark lines where your eye naturally goes to, from right outside the store and across the street, then make sure your display is within everyone's natural eye-line. However, don't keep everything at one level—create visual distractions with suspended items from the ceiling to entice prospective clients to look back for take a second look.
- **Be bold:** Don't worry if creativity isn't your strong suit; injecting bold colours and shapes into your design will help create an engaging display. For small products, showcase them on large colour boards that will capture people's attention and invite them for a closer look. For larger products, utilise only the most vibrant items to create a display that is visually stimulating.
- **Don't clutter:** Avoid overcrowding the window with multiple products. Instead, focus on showcasing large quantities of a single product. This approach will create an appealing display, preventing customers from getting distracted by various packaging, colours, and brands.
- **Keep it Clean:** Don't forget to keep your windows clean! Make sure to clean both the inside and outside. And remember to remove heavy layers of dust or dirt that accumulate on the displayed items.
- **Light it up:** Effective lighting can significantly enhance the impact of your display, making it visually dramatic and powerful. By strategically illuminating the focal points, you can attract customers and be the centre of attention, especially if you're the only store on the high street with lights on during the evening. To make it even better, opt for LED lights to save on long-term costs and contribute to a greener environment.

- **Change:** Keep in mind that when celebrating a specific calendar date like National Pet Shop Day, you'll want to update your design swiftly afterward for continued engagement. It doesn't have to be a major overhaul. Making small changes to a few key elements, eliminating any references to specific dates, rather than redesigning the entire display, can be a quick and effective solution. While you can always prepare a completely new installation at a later time, refreshing the display in the short term could be as simple as switching photos, altering the product display arrangements, or swapping items at the front of the display.
- **Partnering:** Small business owners understand the challenges of other small business owners, so showing them your support can not only make good business sense for both of you, but also foster goodwill. For example, do you know any local photographers or artists that specifically work with pets? Might their artwork sit well as a focal point in your window? Can they perhaps design some artwork, featuring your products to show them in a unique way?

