

# Visual Merchandising Budget Builder



## So, you're planning your next campaign

There are more than a handful of factors to consider that can make or break your project. You want to influence your customer from the storefront until you hand them their receipt, but nothing happens without a budget.

Of course, you need to optimize your return on investment and get the most value out of every dollar spent. That means you have to start with your end goal and work backward.

Be specific and focused. Greater complexity can create message confusion and erode ROI.

Build your goal-focused budget with these 3 steps.

### Step 1: Select your campaign goal.



#### Marketing Goals

- Product launch
- Brand awareness
- Seasonal/new promotion
- Brand launch



#### Merchandising Goals

- Increase foot traffic
- Increase dwell time
- Impulse buy
- Cross-sell/up-sell



#### Operational Goals

- Bridge physical & digital
- Time savings
- Cost savings



#### Audience Goals

- Loyalty/reward
- Audience growth
- Regional growth

# Step 2: Determine campaign elements to support your goal.

Elements		Qty.	Cost	Subtotal
Storefront & front of store	Bollard covers			
	Cart corral signage			
	Elliptical displays/security shroud covers			
	Flags, pole huggers & banners			
	Large-format inside or outside banners			
	Window clings & signage			
In-store signage	Aisle violators			
	Ceiling danglers			
	Digital signage			
	Endcap headers			
	Floor, wall & window graphics			
	Hanging signs			
	Menu boards			
	Shelf strips			
Standeeds & displays	Shelf talkers/wobblers			
	Dump bins			
	Endcap headers			
	Floorstand merchandisers			
	Freestanding displays			
	Modular floorstands			
	Pallet displays			
Point-of-purchase	U-boat signage kits			
	Case cards			
	Case stackers			
	Countertop displays			
	Coupons			
	Front panel graphics			
	Marketing headers			
Other	Stickers & labels			
	Branded environments			
	Direct mail			
	Out-of-home displays			
	Pop-up experiences			
	Product packaging			
Promotional/experiential packaging (influencer kits)				
<b>Elements Subtotal</b>				



## Examples

### Marketing Goal: Seasonal

#### Key elements:

- Window clings & signage
- End cap headers & in-aisle headers
- Aisle violator, shelf talkers, or wobblers
- Ceiling overhead/danglers
- Floorstand merchandiser, modular floorstand, or pallet display

#### One-time setup fees:

- Shipping
- Kitting
- Creative production
- Materials
- Finishes

### Operational Goal:

### Cost Savings – Large Campaign

#### Key elements:

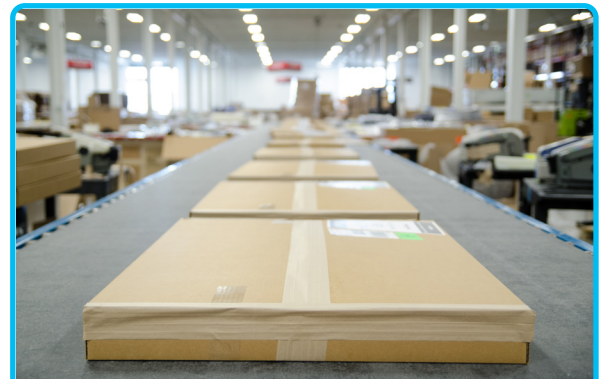
- Endcap headers
- Shelf strips
- Aisle violator
- Floor graphic
- Base wrap
- Fabric signage

#### One-time setup fees:

- Shipping
- Warehousing
- Kitting
- Materials

## Step 3: Consider any one-time costs that may apply to your campaign.

One-time costs		Cost
Creative production		
Materials		
Printing method		
Finishes	Binding	
	Folding	
	Premium application	
	Sewing	
Logistics	Warehousing	
	Kitting	
	Shipping	
	Installation & survey	
<b>One-time costs subtotal</b>		



“Remember to be flexible on sizing. Inches can translate to thousands of dollars in materials and shipping.”

Brad Pruitt, Imagine

## The bottom line

Campaign goal

Elements subtotal	One-time costs subtotal	Campaign total



### With this much complexity, you need a partner that can deliver.

40+ Fortune 500 brands trust our decades of experience to deliver campaigns on budget with impact and ROI.

Let's make this happen! →