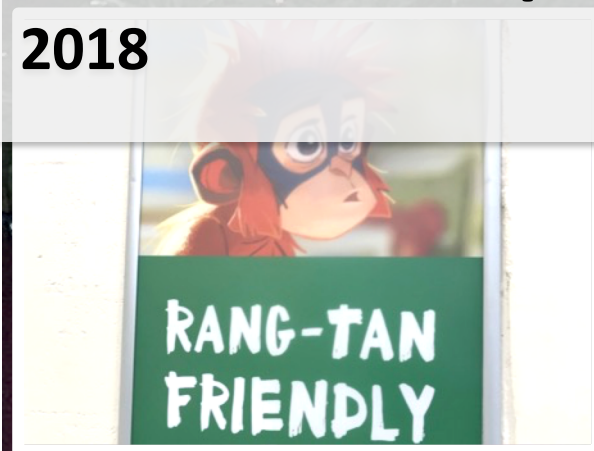


Christmas Snapshot Guide

2018



About this report



- *As with previous editions of the Christmas snapshot guide we have visited in the region of 60 stores in the weeks leading up to Christmas*
- *This resource is designed to keep those who work within the POS industry up to date with who is doing what and where. By doing so it is hoped that it will make a contribution towards the design of future promotional campaigns regardless of the season, channel or category. There are over 850 photographs in this report to help with this process*
- *While the primary focus is Christmas POS, some wider aspects are occasionally included to provide thought, further ideation and opportunity. This for example might include wider aspects of store design, product packaging or non seasonal activation*
- *Our business mission is always to reduce industry waste and increase ROI. To this end the report concludes with 10 key considerations for future POS designs, particularly in respect of the use of colour, message and shape*
- *If you require any further information about this report please do get in touch at hello@posinsights.co.uk*

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Debenhams, House of Fraser, John Lewis, M&S

Discounters:

B&M, Home Sense, Poundland, The Range, TK Maxx

Grocery:

Aldi, Asda, Iceland, Lidl, M&S Food, Morrisons, Sainsbury's, Tesco, The Food Warehouse, Waitrose

Health & Beauty:

Body Shop, Boots, Holland & Barrett, L'Occitane, Neal's Yard, Superdrug

High Street & Out of Town:

3 Mobile, Argos, B&Q, Clintons, Currys PCW, EE, Foyles, Go Outdoors, H&M, Hobby Craft, Homebase, Hotel Chocolat, Pets At Home, Pret, Robert Dyas, Thorntons, Vodafone, Waterstones, WH Smith, Wilko

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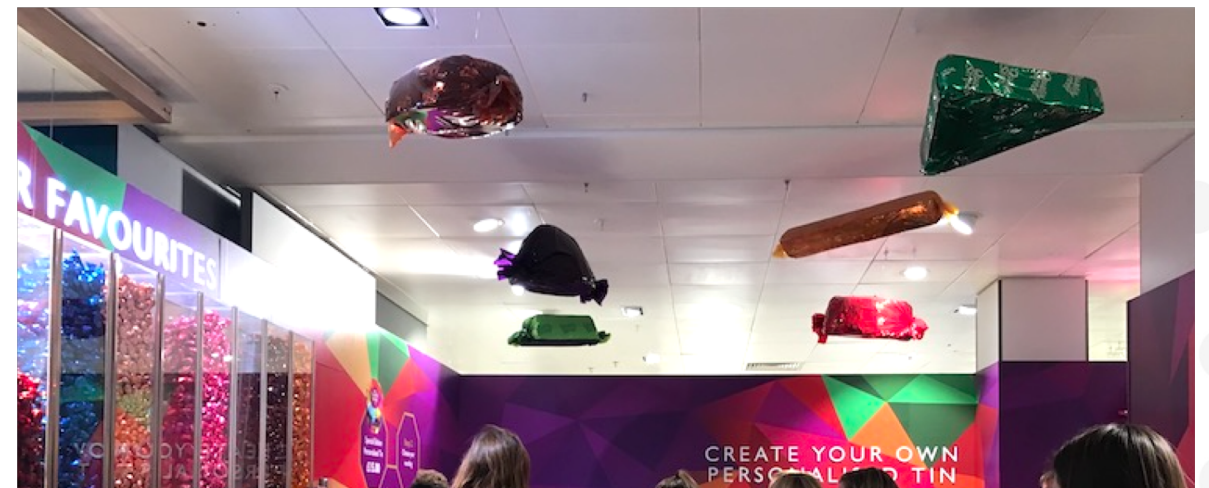
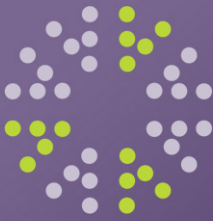


John Lewis Oxford Street

Queues forming at the Quality Street pop-up shop

In the Oxford Street store shoppers could also purchase a tin with a personalised lid. This was promoted using a large oversized tin, with a digital screen in the central panel showing street names on rotation

Over sized Quality Street sweets hanging from the ceiling, it was unusual to see ceiling space used in this way



Poundland



Like B&M, Poundland offer price comparisons in the window, though still with limited standout, due to colour, size of font and distance from eye line. It is hard to see the relevance of the Naughty or Nice headline, the connection isn't immediately obvious, potentially serving as a distraction to the main point they wish to convey



Cadbury

“Secret Santa” a build on their ATL advert

This was supported with a promotion in 400 Tesco stores. After a £5 purchase of qualifying Cadbury Christmas products shoppers could visit a promotional stand to receive a pre-packaged Cadbury Dairy Milk 110g bar, with prepaid 2nd class postage



The Range

Cooperative

Viktor & Rolf

Angulation continues to be a feature of this brand. Sub-consciously counteracting linear forms which dominate the retail space
Ribbon communicates gifting



House of Fraser & Debenhams





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