



**Easter Snapshot Guide - SAMPLE**

2019

POS Insights Ltd



# About this report

- In order to be able to produce this report we have been to c.50 stores to collect photographs which focus predominately on POS
- This acts as a reference document for brands, retailers and their agents to see what was happening in retail during Easter 2019
- It is the promise that the learnings from this review will contribute in a positive way to the decisions you make for your future in-store activity. Clients also say that reviews of different channels give a wider perspective and can generate ideas not previously considered
- You will see as you go through this report there is a lot more besides Easter, not least spring, gardening and the outdoors, it's a time when we prepare for the summer ahead. So while it remains seasonal, Easter is rarely the only event



# Report content

1. **Executive summary**
2. **Channels**
  - Convenience & Forecourt
  - Department stores
  - Discounters
  - DIY & Garden
  - Electronic
  - Grocery
  - Health & Beauty
  - High Street & Retail Parks
3. **Brands**
  - Alcohol
  - Confectionery
  - DIY & Garden
  - Grocery
  - Health & Beauty
4. **Summary & Conclusions**



## B&Q

Tone of voice is soft for a traditional DIY shed, and would therefore appeal to a wider (not least female) audience







Body Shop  
Proud and confident supply chain story  
The plain re-board tree doesn't need to say anything, the substrate itself accentuates natural connotations





B&M



Poundland



Cadbury

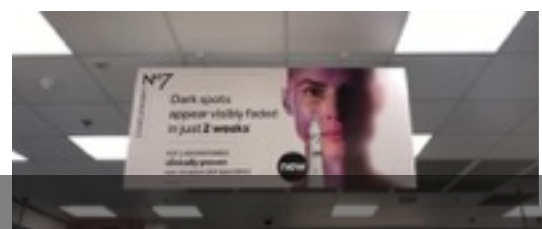
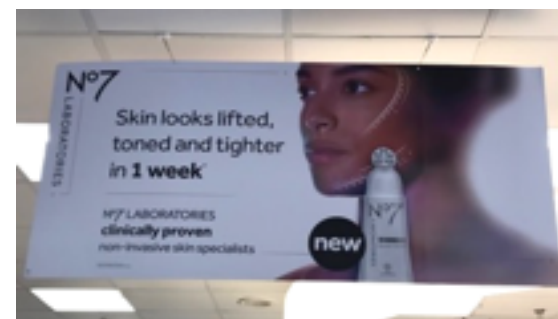
Different prizes in two discounter stores for the Grand Tour promotion

The prize is communicated on the headers only. This is not an accessible location for a message of this type.

Hindered by:

- Height and distance
- Volume of text
- Size of text
- Weak colour contrast on some of the messages





Boots

No7  
Huge variety of substrates and designs  
Utilising height to increase visibility from a distance