



Christmas Snapshot Guide - **SAMPLE**

2019

POS Insights Ltd



About this report

- This is a shorter version of our traditional Christmas snapshot guide, this time the focus is on Oxford St. department stores, the grocery channel and a few high street stores, 17 stores in total. The focus remains firmly on POS, with the aim of evaluating POS from all angles, not least structural and creative, but also how effectively it is being used
- 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 contribute towards the design of future promotional campaigns regardless of the season, channel or category
- The report is a robust 100 pages in length, containing both photos and supporting commentary. Oh and it is also free of charge, so for your free copy drop an email to hello@posinsights.co.uk

Report content

- 1. Introduction and Executive summary**
- 2. Retailers**
 - Department stores
 - Grocers
 - High street
- 3. Brands**
 - Alcohol
 - Confectionery
 - Health & Beauty
 - Soft Drinks
 - Toys
 - Best of the rest
- 4. Key considerations**



Aldi

Another successful ATL campaign with Kevin the Carrot. Aldi made the most of this in store, it provided them with a hook for instore messaging

Aldi is one of the few retailers to still use LED lights, like on their entrance banner





Glenfiddich in Sainsbury's

Press & Discover to reveal the scent of the whisky variants
 In front of an angled header, podiums on top of the unit to showcase the product
 Pack shots and price on header are crystal clear



