



Biz Tips April 2007 - Window Displays Reflect Your Image

Business windows provide an opportunity to communicate with customers 24 hours a day, every day of the week. Like the eyes of a person, the windows of a business are an important reflection of the "personality".

Windows should reflect the image of the business. They shouldn't promise less or more than what's inside. If a window is fabulous and the business is only average, customers will be confused as to why you pay so much attention to the window when you do not seem to care otherwise. If the windows are poor but the store is fabulous, customers will be equally confused.

Depending on the traffic and scope of the window, displays should change weekly or biweekly. The window is like a newspaper you publish for your customers. If you have no news to tell them, why would you expect them to come in? Large windows with elaborate displays can change less often. Like a magazine publisher – provide a full-colour extravaganza, but less frequently. Use the window as a stage for your presentation.

Reflect Your Image Hunt for new display ideas constantly. Enlist your staff to report great windows or photos in magazines. The idea is to tell a story through your display. If you are an outdoor store, perhaps it is the story of a fishing trip. If you are active in the community, your display could "participate" in community events through your imagery or corporate giving.

You could also theme your window display based on an activity i.e. trip theme to sell travel insurance. You can create a theme through using just one colour or just one product.

Remember to make a window display plan in relation to your yearly business trends...window dressing should not be a last minute thing –use displays, props and signage which reflect your businesses image and identity.

Get everyone to stand outside and look in... Have fun!

Window Display Do's

- Change your display regularly
- Lighting draws traffic that leads to sales
- Install your windows when the store is open – activity increases sales
- Be different and have fun
- Hire a window-dresser – they don't get involved with in-house politics
- Pick a theme
- Limit the colour to 3 and change the colour theme so customers notice
- Realistic mannequins only – who wants to look like old "Marge the Mannequin"
- Keep it simple

