



Halloween POS Snapshot Guide - SAMPLE

2019

POS Insights Ltd

About this report

- This is a shorter version of the snapshots which we usually provide, and on this occasion the primary focus is on POS within the grocery channel. The Range and B&M have also been included to give a flavour of what is happening in the discounters
- As always, the spotlight is predominately on POS, and by recording who is doing what we can learn from others. In our summary we offer opinion on what works well and importantly we identify what learnings there are for future campaigns, regardless of the channel
- While most of this report focusses on grocer led Halloween activation, it is good to see what brands are also doing, so there are also some images reflecting their POS activity. It is interesting to see how they use off fixture space, where they are in relation to the category, as well as their creative components
- Here follows a small sample from our 40-page report. If you would like to receive this free of charge, then email hello@posinsights.co.uk



Report content

1. Executive summary

2a. Grocery Retailers

- Asda
- Lidl
- M&S Food
- Morrisons
- Sainsbury's
- Tesco
- Waitrose

2b. Discounters

- B&M
- The Range

3. Top 5 highlights and key learnings





Morrisons

- Die-cutting only occasional bay headers is both effective and a cost saving approach
- Main aisle header graphics are creatively designed so panels can match up. Normally across retail these headers would match through a simpler flood colour
- Hanging die cut characters in the promotional aisle ceiling space are impactful and, they raise a smile



Asda - brands

- Significant footprint given to Fanta and their associated brands near the front of this store. These vehicles are designed around pallets, and their size is easily adjusted according to the space allowed
- The display stands out primarily due to its size and the design is intricate, however it's not immediately obvious if the train is a link with Fanta's ATL Twisted Carnival campaign
- 19 crimes, a perfect brand for Halloween and once again using the FSDU to promote its VR app on front and side of the unit
- Mid gondola space in this store is almost always poorly merchandised, raising questions around how this space could be more profitably managed