

POP AI Delivers Unprecedented Study of Point-of-Purchase Promotions

The Point of Purchase Advertising Industry (POP AI) has developed what it says are never-before-released numbers on the effect of point-of-sale promotions on particular products. With the cooperation of big-brand companies like Frito-Lay, Anheuser-Busch and Procter & Gamble, POP AI gathered enough data to declare POP "a measured medium for the first time in the industry's history." Some key findings:

Brand logos get quick customer recognition, and their presence at a POP location can bump sales by 8%.

Small "convenience items" at checkout locations delivered a 30% sales increase when a product photo, brand logo and price savings were available. (The study doesn't specifically name promotional products here, but there are obvious opportunities, like gift-with-purchase.)

POP displays set up just outside a retail location were most effective for cough and cold remedies, health and beauty care products, and beer.

Product photos on POP displays lift sales by 11.2%. Putting a beverage photo on a cooler door leads to a 33% windfall.