


Top 10 Tips For Retail Store Comms

The PPA Retail Marketing Group was asked to identify the key elements of an effective retail store communication. After looking at samples from multiple retailers and talking to store colleagues, the RMG has produced a simple guide. The aim is to provide clear concise information in a reader-friendly format to support permanent and temporary colleagues who are managing the magazine category.

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| 1 | <p style="text-align: center;"><i>Week 47</i> <i>w/c Monday 16th January '12</i></p> | Include the time period that the store comm relates to |
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| 2 |  | Use check boxes so stores can work through actions |
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| 3 | Retail@ppa.co.uk | Include relevant contact details for potential issues |
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| 4 |  | Provide SKUs and/or barcodes to enable easy product identification |
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| 5 |  | Use images for quick & simple visual reference |
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| 6 | <table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <thead> <tr style="background-color: #f2f2f2;"> <th>start date</th> <th>title</th> <th>PoS type</th> <th>end date</th> </tr> </thead> <tbody> <tr> <td>06/06/2020</td> <td>PPA</td> <td>shelf talker</td> <td>12/06/2020</td> </tr> <tr> <td>06/06/2020</td> <td>Magazine</td> <td>FSDU</td> <td>19/06/2020</td> </tr> </tbody> </table> | start date | title | PoS type | end date | 06/06/2020 | PPA | shelf talker | 12/06/2020 | 06/06/2020 | Magazine | FSDU | 19/06/2020 | Provide POS details to assist promotional compliance |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------|----------|----------|------------|-----|--------------|------------|------------|----------|------|------------|-------------------------------------------------------------|
| start date | title | PoS type | end date | | | | | | | | | | | |
| 06/06/2020 | PPA | shelf talker | 12/06/2020 | | | | | | | | | | | |
| 06/06/2020 | Magazine | FSDU | 19/06/2020 | | | | | | | | | | | |

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| 7 | <p><i>"Remember, over 30% of Valentines sales come on 13th & 14th Feb, so make sure you're ready!"</i></p> | Give advice and top tips to inspire colleagues |
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| 8 |  | Provide seasonal information to take advantage of key trading periods |
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| 9 | <h1 style="color: purple; margin: 0;">FORMAT</h1> | Use consistent formatting , clear layouts & printable documents |
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| 10 | <p><i>Complete by 20/02/2020</i></p> | Give clear and reasonable deadlines for good compliance |
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Produced by PPA Retail Marketing Group - May 2013