



Retail Opportunities



KOLORCRAFT.COM

Treats without Tricks!

Gear up for a scarily awesome halloween

As Halloween approaches, the stage is set for a retail spectacle where opportunities abound.

The competition to capture consumer spend is fierce, and we understand the importance of not just participating but leading the charge.

With four decades of expertise in crafting captivating in-store marketing displays, we excel at elevating your brand's impact.

Our creative team understands the power of effective POS and 3D displays in maximizing consumer spend.

Let's make this Halloween unforgettable for your customers with displays that go beyond aesthetics – they drive engagement, elevate your brand story, and ultimately maximize your ROI.

Ready to witness the difference?

Pop over to: enquiries@kolorcraft.com



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Halloween
spending topped
£1bn*
in 2023

Halloween spending topped £1bn in 2023 with a significant uptake in spending from younger generations, 16-34 year-olds were the highest spending age group by far.

Source: Mintel <https://store.mintel.com/report/uk-halloween-and-bonfire-night-market-report>





Despite an overall uplift exceeding £1b in sales, the proportion of consumers buying any item for Halloween declined in 2023.

Food was the only category in which penetration increased year-on year, as consumers opted for low-cost amid pressures on personal finances.

40%

of consumers
bought Halloween
items in 2023

*Source: Global Data <https://www.globaldata.com/store/report/uk-halloween-retail-market-analysis>



spending figure of
£1bn*
was higher than
estimated

Value for money and price were most important as consumers looked to reduce spending at Halloween in the UK. 2 in 3 said they planned to spend either nothing or less than £20*.



**£20
OR LESS***

Internet searches for Halloween phrases in 2023 include the names of discount supermarkets, suggesting that households were watching their Halloween budget.**



*Source: Talking Retail <https://www.talkingretail.com/news/industry-news/uk-halloween-spending-expected-to-top-1bn-30-10-2023>

**Source: Talking Retail <https://www.talkingretail.com/news/industry-news/uk-halloween-spending-expected-to-top-1bn-30-10-2023>



Key Highlights

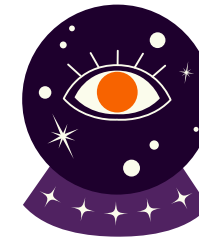
Lidl and Aldi come out on top for Halloween this year as consumers trade down to save money.

Consumers turn to finance options, such as BNPL and credit cards to spend on Halloween in 2023, rather than using their salary/earnings.

Halloween 2024 – Opportunities for growth

Lean into nostalgia

Retailers should be strengthening the emotional connection younger generations have during Halloween with products that help invoke past memories around popular activities such as pumpkin carving and trick-or-treating.



Highlight sustainability efforts

Awareness of the throwaway nature of many products during Halloween provides an opportunity for retailers and brands to engage with consumers who are concerned about the environmental impact and are looking for more sustainable options. Retailers can stand out by taking a stand on sustainability issues that will be appreciated by shoppers who are eco-conscious and looking to stretch their money further*.

*Source: Mintel <https://store.mintel.com/report/uk-halloween-and-bonfire-night-market-report>





Despite HFSS legislation sweet consumption over Halloween remained largely unaffected. Circana data shows value sales of sweets **increased 16.7%** compared to last year's Halloween period.

But that was driven by price rises of **over 18% on last year**. Sweets volumes were down 1.3% in the four weeks to 4 November.

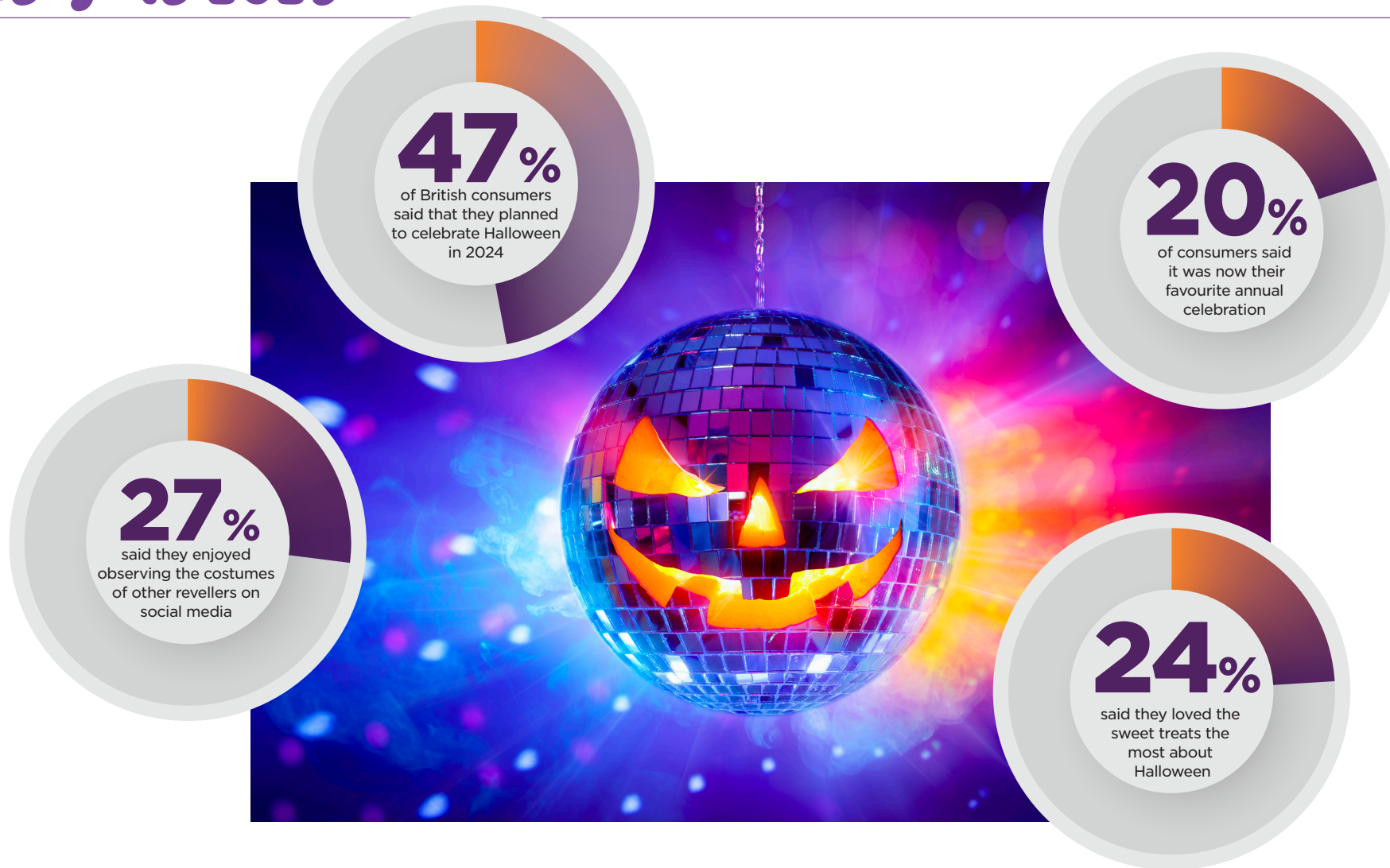
Source: The Grocer <https://www.thegrocer.co.uk/hfss/the-surprising-truth-about-halloween-2023-and-hfss/685812.article>



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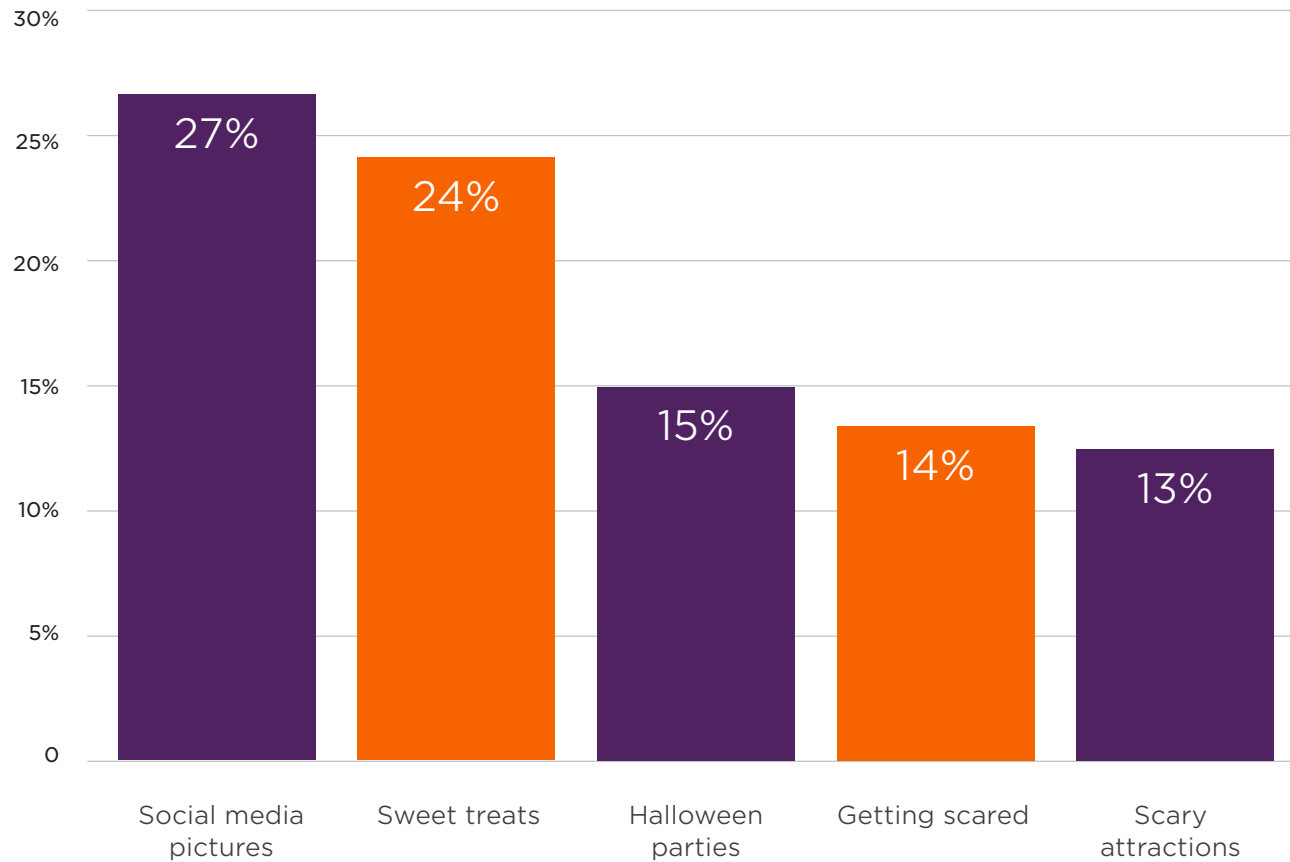


Source: Consultancy UK <https://www.consultancy.uk/news/35739/fifth-of-uk-consumers-prefer-halloween-to-christmas>





What UK consumers love most about Halloween in 2023



Source: The Dungeons, Consultancy.uk analysis.



Point of sale displays



Play a crucial role in increasing sales during the Halloween trading period in retail spaces. Here are several ways in which the use of POS displays can positively impact sales



Visibility and Attention

Well-designed Halloween-themed POS displays attract the attention of shoppers, increasing the visibility of seasonal products. This heightened visibility can lead to impulse purchases and drive sales.

Highlighting Seasonal Products

Halloween POS displays are strategically placed to showcase seasonal products, such as chocolates, candies, decorations, and gifts. This helps shoppers quickly identify and connect with items that are relevant to the Halloween theme.

Creating a Festive Atmosphere

Halloween POS displays contribute to creating a festive atmosphere within the store. The visual appeal and thematic elements of the displays can enhance the overall shopping experience, making customers more likely to engage and make additional purchases.

Cross-Selling Opportunities

POS displays provide an opportunity for retailers to implement cross-selling strategies. For example, a display featuring Halloween treats could also include complementary items like Halloween-themed mugs, baskets, or decorations, encouraging customers to purchase more than initially planned.

Limited-Time Promotions

POS displays are effective for promoting limited-time offers and discounts during the Halloween trading period. Placing promotional signage or stickers on the display can create a sense of urgency, prompting customers to take advantage of special deals.

Point of sale displays



Encouraging Impulse Purchases

Eye-catching and well-positioned POS displays have the power to trigger impulse purchases. Shoppers may be more inclined to buy Halloween-themed products that they hadn't planned on purchasing when they encounter appealing displays near the checkout area.

Storytelling and Branding

POS displays provide an opportunity for retailers to tell a story or convey a specific theme related to Halloween. Effective storytelling and branding can create an emotional connection with customers, influencing their purchasing decisions.

Interactive Elements

Interactive elements in POS displays, such as product samples, demonstrations, or touchscreens, can engage customers and encourage them to spend more time interacting with Halloween

products. This engagement can translate into increased sales.

Educational Information

POS displays can include educational information about the featured Halloween products, highlighting their benefits, uses, or uniqueness. This information can influence purchasing decisions by providing customers with valuable insights.

Adapting to Consumer Trends

POS displays allow retailers to quickly adapt to emerging consumer

trends during the Halloween period.

By updating displays to align with popular themes or preferences, retailers can stay relevant and meet the changing demands of their target audience.

The strategic use of POS displays during the Halloween trading period enhances the overall shopping experience, drives impulse purchases, and maximizes sales opportunities by effectively showcasing seasonal products in a visually appealing way.





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Poundland®



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LUSH



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Ann Summers



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THE BODY SHOP



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TheWorks.co.uk



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flying tiger copenhagen



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Wenzel's



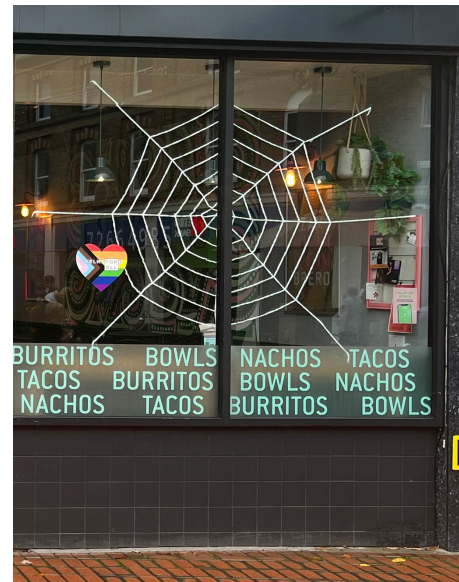
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Zambbrero



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SKECHERS





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Sainsbury's



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Socials Overview 2023



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Online

Media intelligence platform Carma has undertaken an analysis of the products, brands and content themes that dominated Halloween in the media and drove the big spend increase during October 2023.

Its data and insights show:

Galaxy beat Cadbury 95 to 37 for the title of **'most mentioned chocolate'** last Halloween season.

Over **604,000 TikTok views** were on the hashtag **#HalloweenRecipe** in the 30 days running up to Halloween.

'Shrinkflation' was mentioned 492 times in October 2023 as consumers called out retailers for shrinking their products.

As Brits hunted for cheaper alternatives, articles on dupe Halloween products received **4.4 million impressions** and Google searches for the term **'Halloween deals'** peaked on the 13 of October.

Dupes of popular products, **bargain buys, money-saving deals** and spooky launches received high

mentions in 2023, matching Britain's cost concerns.

Trending media content focused on spooky recipes, with people turning to TikTok for DIY food tips.

Despite **record spending levels**, shrinkflation has shadowed Halloween content with prices increasing and product sizes getting smaller.



Socials Overview 2023



Sainsbury's

S sainsburys • These super easy mini roll bats will make the perfect addition to your halloween party spread... 🦇🍩

With just 3 ingredients they're the perfect spooky surprise, bound to wow your guests!

👉 Tag a DIY lover who needs to make these.
👉 Wait to the end to screenshot the full recipe!

#HalloweenHack #PartyFood #HalloweenInspiration #ViralFoods



Get the shopping list at the end!



sarahloumerrygold • #AD I am so forgetful atm 🙄 and yes I'm blaming the pregnancy 🤰😂 but thanks to @sainsburys my nightmare didn't become a reality and I managed to get everything I need in store for this Halloween 🦇 I also can't wait to carve our pumpkins 🍂 I'm such a crafty at heart 😊 What's your favourite thing about Halloween? 🦇🍩 #HalloweenAtSainsburys

27 w



Pumpkin farro risotto with sage and pesto

S sainsburys • Been busy carving pumpkins? Don't let it go to waste! 🍂

This pumpkin farro risotto is rich and warming, a perfect meat-free meal for a cold autumn night... 🍂

We like to top ours with a fresh kale pesto.

👉 Swipe for the full recipe or click the link in our bio.
Tag #SainsburysRecipes for your chance to be featured 🍂

#LeftoverRecipe #DinnerInspiration #ViralRecipes #PumpkinRecipe

26 w



Socials Overview 2023



Sainsbury's



S sainsburys 🇬🇧 Warning- things are about to get spooky 🇬🇧
With Halloween just around the corner, we bring you all of the terrifying but delicious inspiration you could need! 🇬🇧
What will you be picking up?
[#NewInStore](#) [#HalloweenFood](#) [#NewFoods](#) [#TrickOrTreat](#)
26 w



S sainsburys 🇬🇧 Trick or treaters are knocking at the door and we have the perfect offering for them... 🇬🇧
These spooky cornflake snaps are studded with cinder toffee and coated in chocolate for a super sweet and easy Halloween treat!
🇬🇧 Recipe by @SainsburysMag
🇬🇧: @kriskirkham
🇬🇧 To find the full recipe click the link in our bio. Tag #SainsburysRecipes for your chance to be featured 🇬🇧
[#AutumnInspiration](#) [#HalloweenRecipe](#) [#PartyFood](#) [#HalloweenHacks](#)
26 w



S sainsburys 🇬🇧 This devil's sting mocktail is the perfect drink to celebrate this spooky season... 🇬🇧
Made with a homemade chilli syrup for a slight kick and topped off with the delicious Longtail Mixers hibiscus and blackcurrant, it's perfectly balanced and super tasty!
🇬🇧 Tag a mocktail lover who needs to try this!
🇬🇧 Wait to the end to screenshot the full recipe!
[#HalloweenRecipe](#) [#MocktailRecipe](#) [#HalloweenHack](#) [#ViralFoods](#)
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M&S



marksandspencer 🍁👻👻 @official_colinthecaterpillar HALLOWEEN ALERT! 🍁👻 Stop what you're doing – Yummy Mummy Colin the Caterpillar is BACK!

There's no denying you loved it last year, so we've brought it back for a limited time for Halloween 2023. He's our original Colin the Caterpillar cake *double enrobed* in classic milk chocolate AND a layer of creamy white chocolate... WOW. 🍁👻

The Halloween wrap-star is also available in a five pack of mini mummies. Yummy Mummy Colin will be the life and (spooky) soul of any party, so grab one now from your nearest M&S Foodhall whilst you still can.

#mandsfood #thisisnotjust #newinthefoodhall #OGColin #colinthecaterpillar

27 w



marksandspencer 🍁👻👻 New in the M&S Foodhall – HALLOWEEN EDITION! 🍁👻 With only one week to go until Halloween, RUN, don't walk to your nearest M&S Foodhall to grab one of our Shortbread Light Up Pumpkin Tins whilst you still can! 🍁👻

Way ahead of the carve, it's "perfect" for getting your home set for spooky season or treating a loved one. 🍁👻 Filled with all butter Scottish shortbread in suitably scary shapes, it also features a light-up orange LED tea light in the base of the tin to (pumpkin) spice things up this Halloween. 🍁👻

Tag a friend in the comments you know would love one of these. 🍁👻

#mandsfood #thisisnotjust #newinthefoodhall #halloween

26 w



marksandspencer 🍁👻 With just one week to go until Halloween, serve up an Eat Well fright-night feast this week for the little monsters (or just for yourself), that's packed full of flavour, fun, fruit and vibrant veggies. 🍁👻

From boo-nanas and marvellous mummies 🍁👻 to jack-o'-lantern houmous pots 🍁👻 – swipe for the ideas 🍁👻 and save this post so you can grab all the ingredients on your next visit to the M&S Foodhall, just simply follow the flower on the packaging to know you're making a healthy choice. 🍁👻

#mandsfood #thisisnotjust #eatwell #halloweensnacks #halloweeninspiration #halloweenfeast

26 w



marksandspencer 🍁👻👻 BACK BY POPULAR DEMAND! 🍁👻👻 Our Halloween Squeal Deal has landed in stores. 🍁👻 Our 3 for £12 offer on savoury must-haves is *perfect* for a spooky weekend in with friends or family. 🍁👻

Choose from vegan Pumpkin Bao Buns or Spooky Stuffed Tomato Chicken Bites, to meaty mummies! 🍁👻 You can mix and match and land yourself with a squeally good deal! (Pardon the pun 🍁👻). Which three would you pick from this terrifyingly tasty line-up?! Let us know in the comments. 🍁👻

Snap up this frightening feast in your nearest M&S Foodhall until 31 October.

#mandsfood #thisisnotjust #halloweenfeast #halloweeninspiration #halloweenparty

26 w



tomindeed 🍁 ad | I'm back again with my favourites at @marksandspencerfood trying some of their terrifyingly tasty Halloween treats! 🍁👻 Whether you're prepping for trick or treaters (OR throwing a frightfully fabulous Halloween party 🍁👻), M&S have something to suit everyone... like the Scottish Shortbread-Filled Light Up Pumpkin Tin, or Petrifying Party Percys (although how scary can Percy be... really?!). 🍁👻 What would you try?! Keep watching to see #MyMarksFave and find them all this weekend in your nearest Foodhall. #ad

26 w



Socials Overview 2023



M&S



marksandspencer 🌟 Wrapping up warm 🍂 pumpkin patch visits 🍂

@life.with.parkerandayla.
#MyMarks

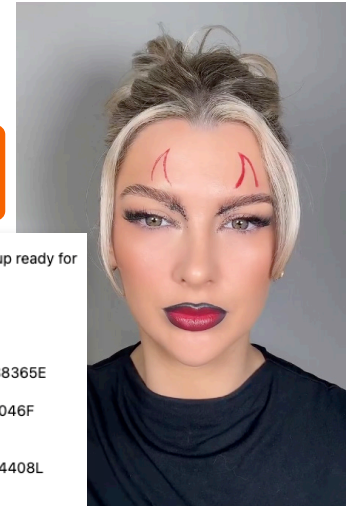
Floral jacket – T782331Y
Floral dungarees outfit – T782146A
Black boots – T723805G
Knitted hat – T723081F
Jumper – T887082N
Jeans – T881608U
26 w



marksandspencer 🌟 This is your sign to book a pumpkin patch trip 🍂

@motherofalladventures.
#MyMarks

Patent boots – T723805G
Skeleton PJs – T867036X
Two-piece pinafore outfit – T773725E
27 w



marksandspencer 🌟 Devilishly delightful make-up ready for Halloween 🍂

@joannamua.
#MyMarks

Benefit They're Real! Lengthening Mascara – T238365E
Clinique Pop Reds Lip + Cheek – T237688L
Stila Stay All Day Foundation & Concealer – T231046F
Benefit Roller Black Liquid Eyeliner – T238776E
Benefit Hoola Matte Bronzer – T233341E
Stila Complete Harmony Lip & Cheek Stick – T234408L
26 w



marksandspencer 🌟 Happy Halloween from the cutest pumpkin pickers at the patch 🍂

@caroline.love_...
@beachlifemuma.
@aunden.
#MyMarks

Outfits 1, 2 and 3:
Pink borg jacket – T771113V
Cherry-print cardigan – T771373E
Cotton leggings – T774752B
Heart-print top – T772306V
Two-piece dungarees outfit – T773715V

Outfits 4 and 5:
Checked shirt – T872507D
Cargo jeans – T873204D
Super Mario hoodie – T884688C
Jogger jeans – T873229U

Outfits 6 and 7:
Blue gilet – T882545Y
Blue chinos – T882708I
Shirt – T884838J
Two-piece beige outfit – T784127A
25 w



marksandspencer 🌟 It's almost time for the spookiest day of the year 🍂

@emmamcnenemy.
#MyMarks

Velvet dress – T749763D
Ghost glow-in-the-dark T-shirt – T881424E
Halloween pumpkin string lights – T403035L
Light-up pumpkin – T403331L
Light-up squash – T403333D
Ghost garland – T400046G
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WAITROSE & PARTNERS



waitrose 🍷 SWEET SCREAMS OR SPOOKILY SCRUMPTIOUS? 🕷️👻 Get creative this Halloween with a mouthwateringly good, chocolate covered coffin cake 🍫🍰 If you're feeling creative, you can bake the almond loaf from scratch or, if you're short on time, use ready-made madeira cakes 🍰👻

Find this recipe in this month's Waitrose Food magazine or head to the link in our bio 📄👉

27 w



waitrose 🍷 Pumpkin carving season is upon us 🎃👻 Tell US in the comments BELOW which design you're planning! 🗨️👉

#halloween #pumpkin #pumpkins #pumpkin carving

26 w



waitrose 🍷 Halloween is just around the corner! 🎃👻 Why not stir up some Halloween magic this weekend and bake our eerie-sistible Chocolate Cheesecake Spider Cupcakes 🕷️🍰 It's a treat that'll make your taste buds scream...for more! 🗨️👉

Tap our link in bio for the recipe 📄👉

26 w



waitrose 🍷 HOLD YOUR BROOMSTICKS 🕷️👻 If you're looking to whip up some Halloween magic in the kitchen, we've got a cauldron full of fang-tastic creations! 🗨️👉 Swipe to reveal 📄👉:

- 🍷 Monster face pumpkin scones
- 🍷 Peppermint hot chocolate with mint-choc cookie bats
- 🍷 Chocolate mousse 'mud' pots

Head to our link in bio for the recipes and more spook-tacular delights! 📄👉

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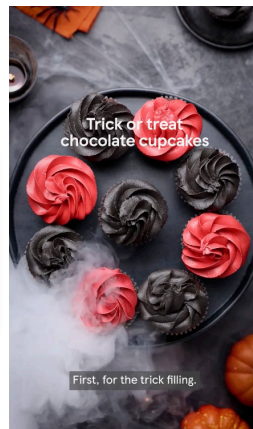
 **tescofood** Enter... if you dare! There's no better way to mark Friday 13th than getting your hands on our new Halloween range. Click the link in our bio to see more. 🧛🧛
28 w




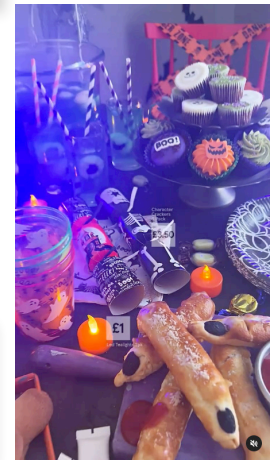
 **tescofood** No Halloween party is complete without a game of cupcake roulette 🍰
Half of these cupcakes are filled with a sweet raspberry & custard treat, while the other half are oozing with a Marmite caramel trick. Head to the link in bio for the recipe... if you dare!
26 w




 **tescofood** Transform your home into a house of horrors this Halloween. 🕸️ From creepy skulls and pumpkins to haunted magic mirrors. Get set for spooky season by clicking the link in our bio. 🍷
26 w



 **tescofood** Whether you want to give the kids a trick or a treat, we have everything you need to give them a spooktacular time this Halloween. Click the link in our bio to check out our full spooky range. 🧛🧛
27 w



 **tescofood** Give your cheeseboard a scary twist with this pastry baked camembert 🍷 Serve with zom-brie and 'boo' cheese for a Halloween feast. Head to the link in bio for the recipe - if you dare!
28 w



Socials Overview 2023



morrisons 🍁 Spooky season has officially arrived in store 🍁
 🍁 #MoreReasons
 29 w



brogangeorgiou Bubble bubble toil, no trouble 🍁👻👹👿
 Halloween fun at home with @morrisons made so easy, you'd think it was magic 🍁👻
 I got all our outfits as well as party games, sweet treats & decor from the Halloween aisle at Morrisons. They have something for everyone whether cute or devilishly frightening is your vibe this year 🍁👻
 If you're going all out or just want to create a bit of family fun at home this year, Morrisons have got you covered.
 Get 20% off Halloween outfits with your Morrisons More card!
 #Ad #Morrisons #Halloween
 Edited · 28 w



morrisons 🍁 Sneak peak of our Halloween products arriving in store soon! 🍁... From spooky sweet treats to savoury must haves, which ones will you be picking up? #MoreReasons
 29 w



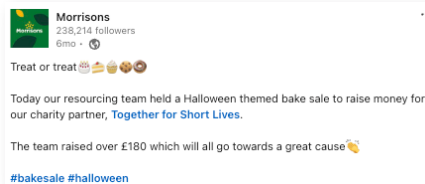
Morrisons
 238,214 followers
 6 mo · 🌐
 Spooky season at Hilmore House 🍁👻
 To get ready for Halloween we handed out treats around the office for our colleagues to enjoy!
 Witch-ing you all a happy Halloween from Morrisons 🍁👻👹
 #halloween #trickortreat



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morrisons Introducing... ✨ ghoulish dinner ✨ Monster courgetti topped with a comforting ghoulish sauce packed with hidden veggies and finished with cheese and olive eyeballs - one frightful meal that the whole family will love 🍩 #MoreReasons #Halloween

Serves 4 plus extra ghoulish to freeze for next time
Time 45 mins

Ingredients

For the Ghoulish

- 1 tbsp olive oil
- 1 medium white onion diced
- 4 garlic cloves finely chopped
- 1 red pepper diced
- 500g beef mince
- 800g tinned chopped tomatoes
- 1 beef stock cube
- 2 tbsp Worcester sauce
- 2 tbsp tomato puree
- 2 tsp paprika
- 2 tbsp dried mixed Italian herbs
- 1 tsp cayenne pepper

For the courgette spaghetti

- 4 large courgettes spiralised (or peeled and sliced into ribbons if you do not have a spiraliser)

Ghoulish decoration

- 4 Cheddar cheese slices
- 8 black olives



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ASDA



ASDA asda 💎 Beware, Boo Roll is here! 🎃👻
 Who remembers its (less terrifying) iconic cousin 'Poo Roll'? 🤪
 #YKYK Tag someone who needs this 🍷👻
 RDW if you dare... Available in store and online subject to availability.
 #asda #halloween #halloweendecs #toiletroll #halloweenuk
 29 w



ASDA asda 💎 We always know how to creep it real 🧛👻
 You best believe you can buy all of these spook-tacular goodies for under £1 🍷👻 - now that's scarily good 🍷
 Add to your basket for a fang-tastic Halloween, guaranteed! 🧛👻
 #asda #halloween #trickortreat #halloweentreats #halloweendecor
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ASDA asda 💎 Happy Friday 13th 🎃👻🍷
 Wednesday Addams, George edition! 🍷 Dressed head to toe in @georgekidswear 🍷 Click the link in bio or shop in store to get your Halloween haul on 🍷👻🍷
 Psst, anyone else got this song stuck in their head again, too? 🍷
 #asda #wednesday #friday13th #halloween #wednesdayaddams
 Edited · 28 w



Home georgehome 💎 When the dog walk is at 5 but Trick or Treat is at 7 @paigey_bird 🍷👻 Shop Halloween home online now, with prices from £12.
 Cream Teddy Pet Sofa Bed 🍷: 050305110
 Boo Halloween Woven Tufted Cushion 🍷: 051359207
 #HalloweenCostumeIdeas #TrickorTreat #GeorgeHome #GeorgeAtAsda #viralghostdog
 Edited · 28 w



ASDA asda 💎 Eerie-sistibly good 🍷👻🍷 We'll be making this for the rest of October if anyone needs us 🍷 Who will you be sharing this with? Tag them below! 🍷
 #asda #halloween #halloweenboard #halloweentreats
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Members

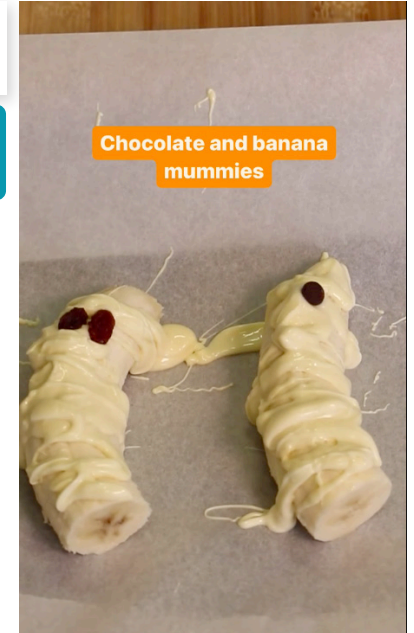
on pumpkins

coopuk 🍂 Skipping pumpkin picking? Co-op Members save more on pumpkins in store until Halloween!
26 w

coopuk 🍷 Learn the tricks behind this mix on a classic cocktail to kickstart Halloween. Follow the link in our bio for the full recipe.



coopuk 🍷 Whip up the perfect spooky platter with these scarily easy 5 minute Halloween treats 🍌👻
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Chocolate and banana mummies



coopuk 🍷 Consider this your reminder to check the cupboard for treats for tonight 🍌👻
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aldik 🍷 🍷 🍷 Dust off those cobwebs and get baking 🍷 🍷 🍷
This Cobweb Cheesecake is perfect for any Halloween event!
Click the link in the bio for the recipe!
#Halloween #CheesecakeRecipe #Cheesecake
#HalloweenRecipes
28 w



aldik 🍷 Get prepped for Halloween with these spooky strawberry ghosts 🍷 🍷 🍷
Grab all the ingredients in store now! 🍷 🍷 🍷 #Halloween
#HalloweenSnacks #BudgetBaking #BudgetRecipe
#StrawberryGhosts
28 w



aldik 🍷 🍷 🍷 Spooky season has dropped at Aldi! 🍷 🍷 🍷
It's time to (trick or) treat yourself by picking up our range of sweet treats in store now!
#halloween #newinataldi #aldifinds #spookyseason
28 w



aldik 🍷 So adorable you almost don't want to eat them 🍷 🍷 🍷
Our Crispy Pumpkins are the ultimate Halloween party snack 🍷
Tap the link in our bio for the recipe and save this post for later!
#HalloweenSnacks #PumpkinSnacks #AldiFinds
27 w



aldik 🍷 If you weren't already in the spooky spirit these Mummy Pastries will do the trick...or treat 🍷 🍷 🍷
Grab all the ingredients in store now!
#halloween #mummypastries #halloweensnacks
#halloweenbaking
26 w



Halloween



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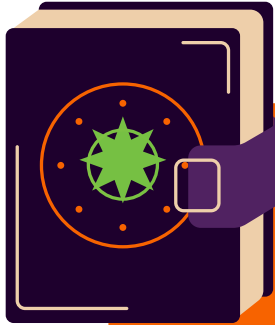


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Prospects for Halloween in 2024



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Retailers should be strengthening the emotional connection with younger generations.

Gifts that feel like a treat will drive demand.

Retailers can stand out by taking a stand on sustainability issues.

Halloween celebrations centered around younger children.

Encourage popular activities such as pumpkin carving and trick-or-treating.



Inspiration Here's what we can do...



...working with you along the way

To provide a glimpse into the possibilities, we've taken a couple of stock images as a starting point.

The following examples illustrate the transformative impact your design could make across a variety of in-store executions send us your creative theme and we'll work our Halloween magic.



Inspiration Windows



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A POPAI UK & Ireland study has shown that standout retail displays can boost brand awareness by 89%



Inspiration Windows



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Inspiration Windows



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Inspiration Front of Store



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Inspiration Feature End Header



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Inspiration 3d Haunted house Feature End



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3d Haunted house

Serving as a dynamic aisle end, it will capture attention and sparking interest.

The divider helps separate product enhancing the shopper experience.



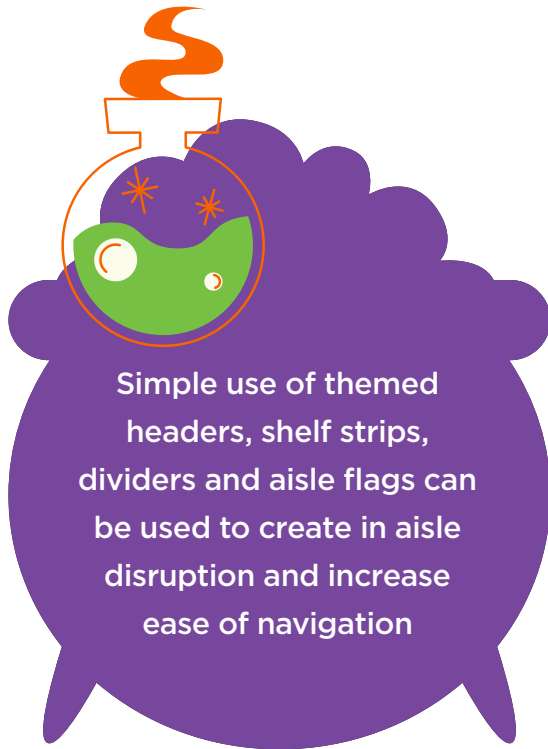
Shoppers interacting with in-store displays are 25% more likely to make a purchase.



Inspiration Full Bay Destination Graphics



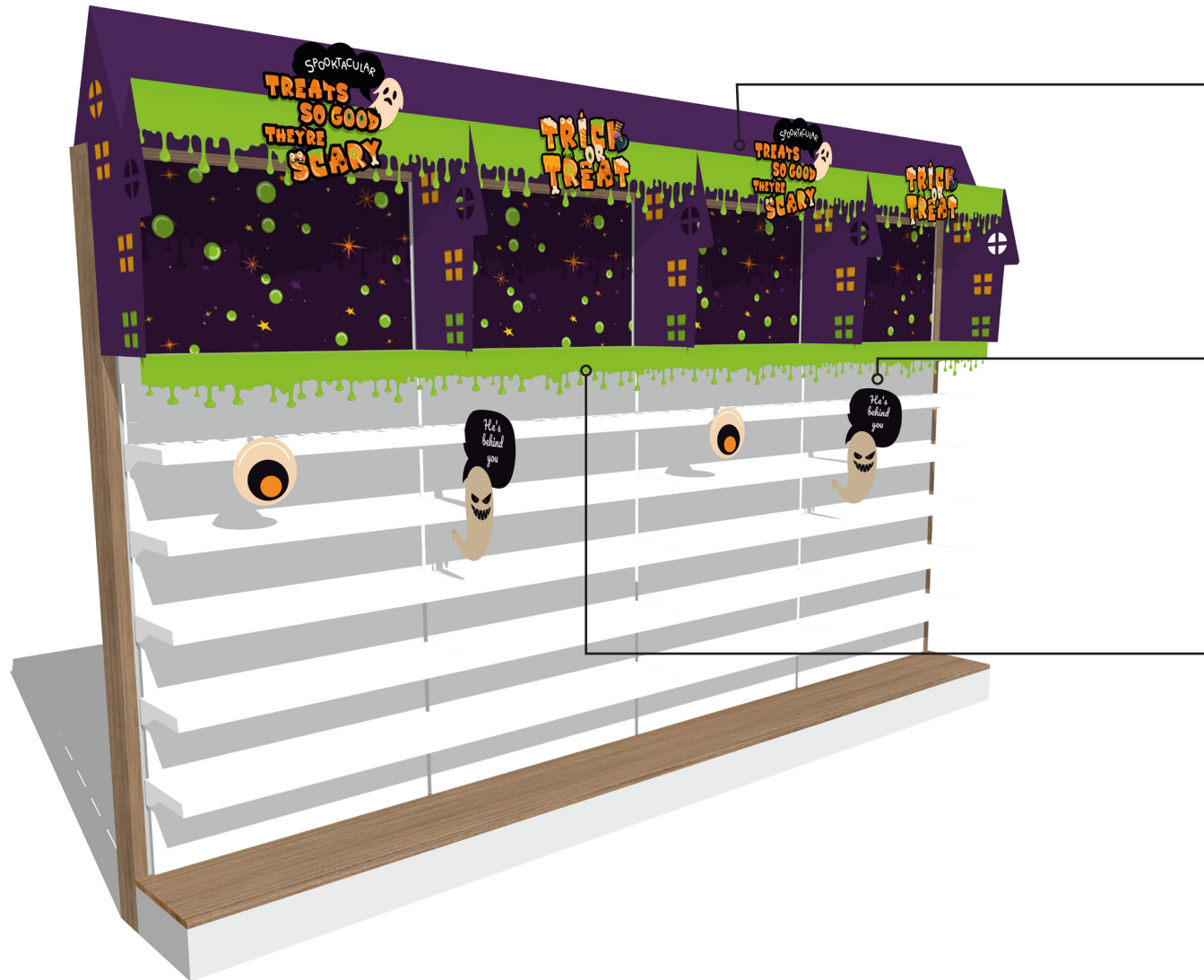
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Inspiration Wall Bay Run



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Canopy Headers

The configuration can vary based on the campaign requirements, ranging from individual single bays to complete runs as needed

Midi Run Fins or Bus Stops

Are designed to capture attention as shoppers approach down the aisle, drawing interest and engagement

Ticket Highlighters

Strategically designed to capture the shopper's attention as they make their purchase, emphasizing offers or key information



Inspiration Free Standing Display



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Inspiration Store Overview



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click the icon and to start your spooky adventure

(we'd love get involved)



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