

Shopper Navigation Guide

Important distances away from the product that you should be using to have effective store signage

30' Awareness

Use this space to identify the aisle section or store department

10' Emotional

Entice the shopper to the promoted product,

3' Logical

Offer choices and show off the benefits of the product.

0' Purchase Zone

This is where the big decision is made. Communicate the price here and give them an incentive to buy