



Here's a POP Project Checklist that will help form your vision and add detail to the briefing conversation with us

1. Key objectives of your project

- Benefits for the brand
- Benefits for the retailer
- What will the consumer like about buying your product?

2. Target Customer

- Age/sex/income/Geographic location/psychographic
- Physical characteristics or limitations that should be accounted for in the design
- What is the expectation of your customers – price point matched with construction materials look and feel.

3 Look and Feel of the Display

- How the brand image should be incorporated into the design
- Any supporting media or promotions that need the display to be consistent with.
- Any Brand mandatories or regulatory considerations/messages
- Will there be other parties involved in the sign off or approval

4 Location of Display

- Environmental considerations that would affect the design and components
- The amount of traffic a unit will receive
- Available lighting & access to electricity if required

5 How many units will be activated?

- In a test phase, if applicable
- In full rollout
- In one run or in split production runs

6 Budget & Timing

- What is the total budget for the project
- What approx. cost do you have in mind per unit
- Will there be other parties contributing financially to the project
- Do you have a date that concepts need to be presented
- Are there deadlines for Displays to be delivered?

7. Display & location dimensions

- Stand foot print or counter top space
- Are there height restrictions
- The necessary footprint must be defined as closely as possible
- How long will the display be in the field? - permanent, seasonal, promotional

8. Products that will feature on the Display

- Are sample products available to measure and test for size and weight
- Are high resolution pack shots or product images available to create powerful concept renders and true to life 3D visuals for you to show other parties.

9. Packing and shipping requirements

- Display to be shipped with product or empty
- Can be designed to ship knocked down (in some cases) or assembled
- Can ship all at once on a pallet or be drop shipped
- Can roll out all at once or require warehousing
-

10. Installation and ongoing support requirements

- Will you require the units to be installed
- Will you require spare parts to be supplied or warehoused on your behalf

For any further information, please feel free to contact us on 0800 767 782 or email us on info@popstars.co.nz