



The
global
retail
agency

Why outsource retail installations?

The launch of a new product is an exciting prospect and is, no doubt, the result of a significant investment of funds, time, resources and effort. So when the time comes to finally launching your product in-store, it's crucial that the same ethos and attention to detail is applied with no margin for error.

Everything from the product itself to the fixtures and fittings should be to the highest levels of quality to accurately reflect your brand and leverage sales, regardless of whether your installation appears in a single store or 10,000 stores across 15 countries.

Utilising an expert retail installation company not only means that you can achieve a seamless and coordinated rollout but also takes a huge amount of pressure off your shoulders.

Your team has enough on its plate!

Why outsource your retail installation?

From scoping and planning stages through to implementation, retail installations should be seamless, consistent and delivered to the highest quality.

Hiring multiple vendors, whether that's across different stores or different countries, would require you to dedicate vast resources to manage all the different parties involved, as well as understanding the local nuances in each location. This is not only counterproductive but is also likely to result in miscommunication and inconsistencies.

For many brands, it simply isn't feasible to deploy internal resources to rollout significant (or even smaller) projects. Relying on retailer store staff to deliver the install could result in displays being installed incorrectly or worse not being installed at all, risking your brand reputation and sales, and representing wasted time, money and resources.

The benefits of outsourcing

- 1 Compliance**

A dedicated retail installation agency will aim to deliver maximum compliance as its primary mission. They'll ensure retail displays are placed in the intended position in-store, assembled correctly and merchandised to planogram; supporting return on investment by optimising the customer experience and generating sales at the point of purchase.
- 2 Access to installation skills and experience**

Your dedicated project team will consist of highly trained retail professionals with certifications and accreditations that make them adept at managing all installation disciplines for your project. With their wealth of industry knowledge, they can meet each challenge with confidence.
- 3 Project management expertise**

You'll have one designated point of contact who will be skilled in project management and act as an extension of your team to understand your way of working and your definition of success.
- 4 Cost effective**

Channeling all aspects of the project through one partner delivers economies of scale. A high-quality installation will provide a better return, both in terms of the longevity of the display in-store and the generation of sales.
- 5 Flexibility**

Your retail installation partner will be able to upscale or downscale resources, adapt working hours accordingly and deliver to tight timescales. This is crucial for installations to be completed around store opening times and regulations.
- 6 Local on-the-ground knowledge and language skills**

A specialist agency will have a comprehensive understanding of the different markets it operates in, along with etiquette and cultural singularities. This also provides a key insight into country-specific regulation, licensing and access knowledge.
- 7 Comprehensive reporting**

Outsourcing an installation removes the need for brand involvement, but detailed reporting, including daily activity reporting and quality control images, keeps key stakeholders in the know at every stage.

The checklist

What do you need to consider before embarking on an installation project?

- 1 Choosing the right partner**

Experience and recommendations are always a good place to start to ensure that you're looking for an established and reputable agency. It's also advisable to find out which of the agencies on your shortlist are members of industry association, POPAI, as this qualifies them in accordance with best standards of practice in the industry.
- 2 Consider branding and consistency**

There are so many elements to consider during a product launch, so it's easy to overlook the smaller but significant details, such as how you'd like the agency to represent your brand in store. Your brand reputation is key to making a good impression on retailers and maintaining a solid relationship, so be sure to outline preferences and guidelines in the brief.
- 3 Think about the bigger picture**

Will your agency be visiting stores that you currently have other displays in? It can be worthwhile to ask them to check on your other installations in and around that location. Some agencies do this as a matter of course, and that initiative and added value can go a long way.
- 4 Global and Local**

Differences in regulation and etiquette between countries and cultures might have an impact in the way that installations are implemented in various locations, so be prepared that processes and timescales might vary. The good news is that your agency will be aware of what they need to do to comply and manage that for you.
- 5 Maintenance**

Your POP/POS needs to look as good as it does on day one throughout the duration of its time in store, so maintenance is key. Check whether your installation partner is able to offer an ongoing contract as part of their service. This is key to making sure you're getting the best possible ROI from your investment and keeping your sales and brand reputation at an all-time high.