

Campaigning Politicians Inspire Businesses to Invest In Their Own Display Advertising Strategy



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UK Point of Sale (UK POS) has recently reviewed the election campaigns of all three major political parties to discover whether any lessons can be learnt from the politicians when it comes to businesses increasing their visibility and marketing in the real world.

UK POS provides many point of sale accessories such as pavement signs and [snap frames](#) that can help improve customers' experience when inside the shop but there have been a few parallels with the focus on the UK General Elections and how a lot of the marketing strategies could help boost UK businesses to win the public's vote when deciding where to do their shopping.

Posters are a tried and tested method of advertising businesses but one key point of sale accessory is the suggestion box, something not unlike the [ballot boxes](#) that the whole of the country will be visiting to vote for their chosen party in May.

Debra Jamieson, marketing and sales director for UK POS commented: "It may be a New Year which generally means a new start, but as retailers face the same threat of low consumer spending in 2010, it would seem that customer influence and demand will make a bigger

impact than it has in previous, more financially buoyant years. Generally consumers have stripped back their spending habits so it's important to know what they want from their shopping experience and retailers will be expected to do act on the feedback generated."

Some businesses during the recession may have cut back on display advertising but much like in the political arena businesses and stores need to show they have a plan to recover and generate money/sales. The strategic use of suggestion boxes whether they are placed in store or used as a part of a prize giveaway for an added incentive can give the business a key insight into what the consumers think of the layout and range of products as well as the customer service and overall experience of shopping at that particular store.

UK POS offers a variety of suggestion and ballot boxes such as the newest product to its range, the Suggestion Box with Header. Manufactured in white acrylic, it can be used on the counter or wall mounted and includes a header poster holder available in A4 portrait or A5 landscape and a side pocket for A6 or 1/3 A4 leaflets. Other products in the range include suggestion boxes with locks and floor standing boxes for larger promotions. For customers requiring an easy to transport version, UK POS can also supply the flat pack Cardboard Ballot Box which is ideal for one-off promotions and useful for exhibitions.

This range is featured in UK POS' Display Buyers Guide, which with over 200 pages of display ideas including posters, leaflet holders and [A Boards](#), can be ordered at www.ukpos.com

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