



## **Retail Price Maps** **A tutorial**

**Patrick Onions, 2012**

*Large retail displays can be fun to build, great to look at and offer interesting opportunities to co-locate merchandise. They grab shoppers' attention, inspire new uses, tell stories and entertain. Unfortunately the setting would be spoiled by price tags, so how can a store tell their customers how much the items on display actually cost? This tutorial shows retailers how to quickly illustrate and price up their displays using a simple 'price map' technique.*

Shoppers need clear and concise information. No one wants to be wandering round searching for what they want to buy, particularly if we've just been inspired by a great display. The price map is just the solution, a handy illustration of the display complete with prices, location and product information.

A price map not only provides customers with a convenient visual representation of a display area: it is a great resource for storeowners and staff; freeing the display of tags and enabling them to place and be aware of the products. A price map is particularly useful for large or complex displays and outdoor displays that would otherwise require weatherproof signage.

Using some basic equipment and following these simple instructions, you'll find price maps pretty straightforward to put together. To start, you'll require a digital camera and a graphics package that can handle layers (such as Coral and Adobe products).

Next, you'll need to take a photograph of the display you'd like to map. Taking the photo from a slightly elevated position does help to show all the products. However, as the shopper isn't likely to be wearing stilts, the photo should ideally be taken from their viewpoint.

Once you're happy with the image, render it into greyscale using your camera or graphics package. This will make it easier to see the coloured lines you'll be tracing over the top at a later stage.



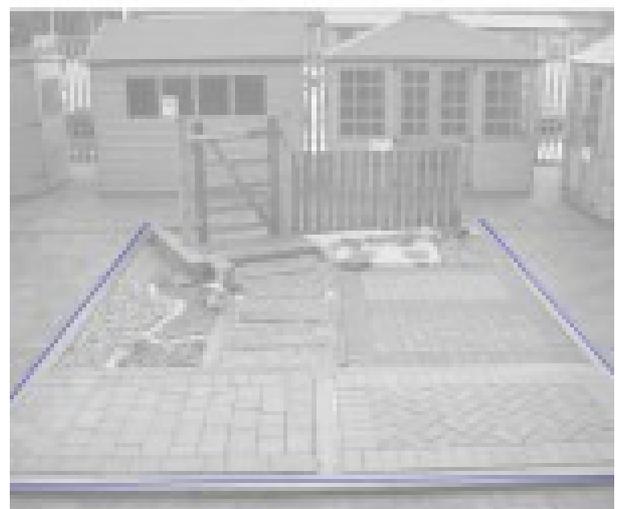
You'll now need to add a layer on top of the image, fill it with white and set its transparency to about 50%. Add another third layer on top of that, leaving the background transparent and set the layer's opacity to 100% (not transparent).



The picture is now ready for you to draw on and make it come to life!

Select a tool that allows you to create a line by clicking on a start and then on an end point. Make sure that you choose a line colour that strongly contrasts with the background: perhaps a colour from your company logo? The line thickness will need to be 3-4 pixels.

Begin tracing the major features of the display. To keep it simple and the end result more effective, use straight lines where possible: avoiding fine detail and ignoring any camera distortion if you can.



Using a thinner line thickness of 1-2 pixels, now outline the products and smaller visible features.

It's important to focus on lines, outlines and the key products. Avoid getting fiddly here at all costs: outline is enough. At this point, please take note that if the image is to be scaled down a lot then try not to use narrow lines as they tend to disappear when the image is re scaled.



To check how your Price Map is taking shape or when you have finished tracing, increase the opacity of the white middle layer. If you like what you have created, it is time to save the image. It's best to save it in a graphics format such as JPG or PNG that can be reused by other software. It is also a good idea to save the work in the graphics package's native format, but make sure you don't group or combine the layers: this will make it easier if you wish to edit the artwork at a later date.

Once your image is complete, you can finalise your Price Map. Open a new document in your word processor, and add a title and logo. Next, add the image and make a list of the key products on display. Now is the time to insert any pointers, arrows and tags, as well as prices and sizes of the items on sale...

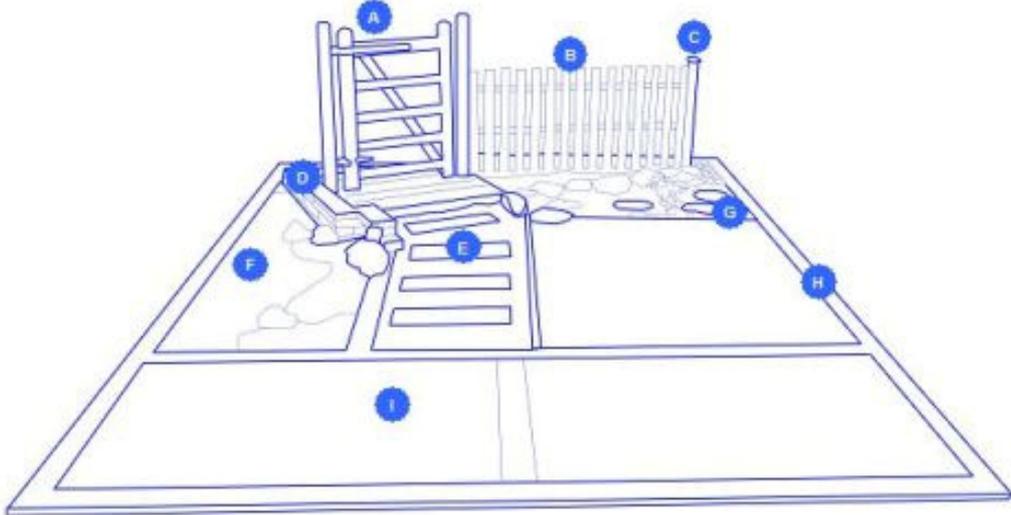
Congratulations! You've finished your first price map...

## Garden products

## LOGO HERE

### Island B

Island B shows a wide selection of garden products, including gates, fences, decking, decorative stone, paving, bricks, sand, paving, bark and compost. Our team will be happy to show you the entire range in-store.



A	Field gate (3ft x 4ft)	£72.00
B	Single sided paling fence (6ft x 3ft)	£18.80
C	Post cap (75mm bevelled)	£1.90
D	Stonemarket York walling	£1.25 / brick
E	Timberstone stepping stones	£8.00 each
F	Kelkay decorative stone	£4.99 per bag
G	Round Timberstone stepping stones	£6.50 each
H	Decking boards 20x125mm treated	£1.82 per metre
I	Block paving	£20 - £50 per m <sup>2</sup>

Now all you need to do is make it available to customers, and remember that displaying the price map correctly is of key importance:

- Use your common sense and place them in logical, obvious areas close to the physical display.
- Print them on good quality paper that will give customer the impression that this is something worth taking their time over.
- Encourage customers to write on the price map, scribble notes and finally take it away with them. Having something to review at their leisure will give customers ideas, inspiration and ultimately a reason return and buy the products.