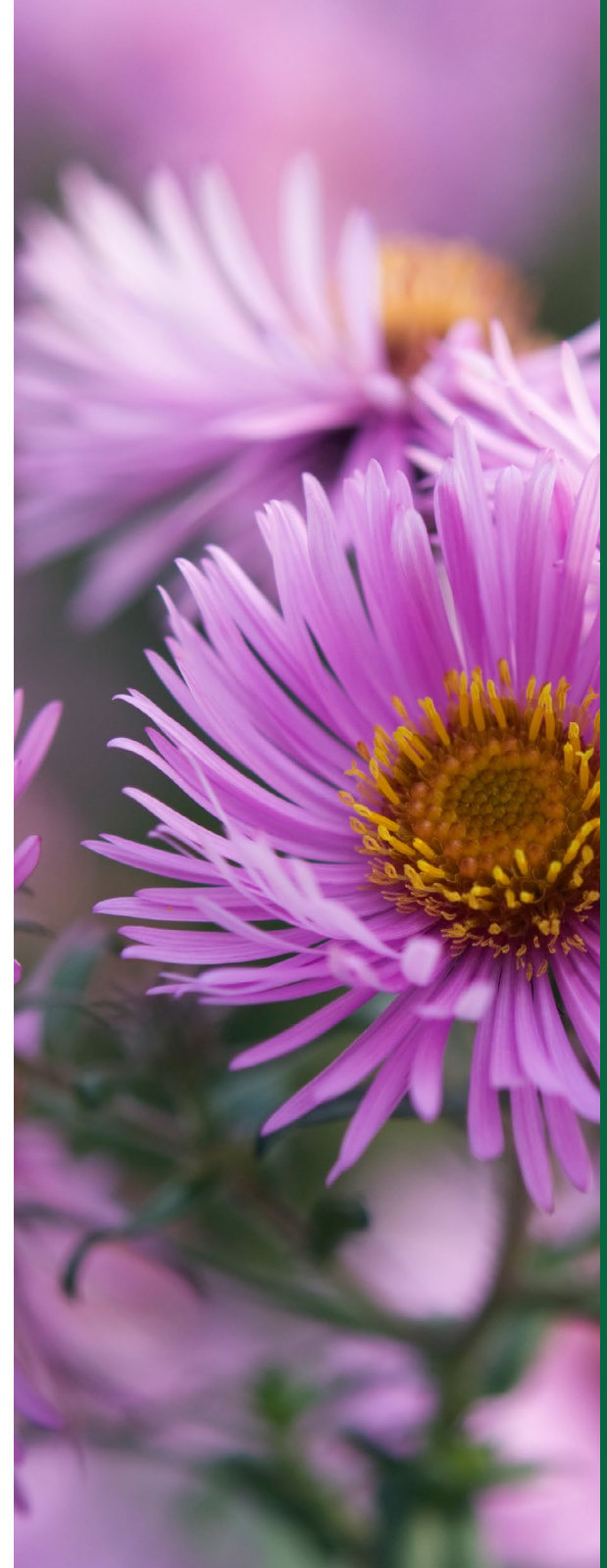


# Colour

Opportunities for the use of colour to improve plant sales



# Opportunities for the Use of Colour to Improve Plant Sales

## Colour Use

Colour was shown to be critical in getting shoppers to stop at fixtures and engage with plants. This is often achieved through blocking plant colours together, but it's more than this. Colour contrast on plant labels and backboards to benches also made shoppers stop at displays and fixtures where plants were not in flower. Making best use of colour can help increase shopper engagement with plants and related offers.



## What the Shopper Research Showed



### Colour Drives Opportunities for Plant Retailers

Colour blocking was effective in stopping shoppers as they moved through store. We also saw shoppers looking for favourite colours for a desired space, e.g. looking for pinks or blues almost irrespective of the type of plants. This opens the possibility of using colour to achieve link sales across plant categories.



### Colour Evokes a Positive Emotional Response from Many Shoppers

It added to their enjoyment of the store, and helped to set garden centres apart from other store based retailers from online or distance retailers.



### Colour in Signage and Labels Prove Effective in Stopping Shoppers

This was especially the case for plants with no visible bright flowers or fruit.



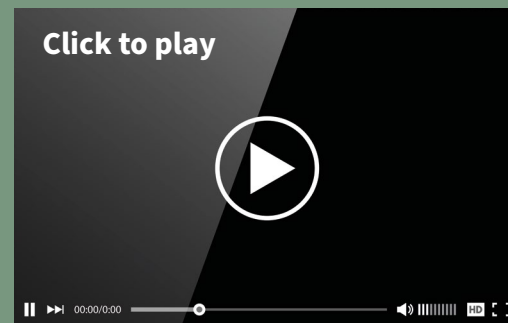
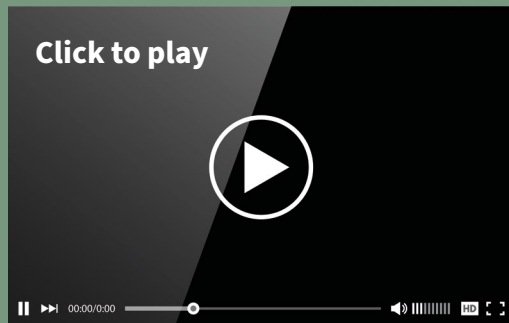
### 👁 What the Shoppers Saw

#### Colour Matching

In this clip we see the shopper engaged by colour, in this case purples. The colour is what engages the shopper first and we should note the lack of eye movement to the oranges and whites to the left. As the shoppers move toward the baskets, note how their attention is grabbed by the bedding. Note also how the eye moves first to the colours, and then inward to the offer on the back board. We can also see the preference for mauves for a colour match with the earlier selected purple items.

#### Colour Themes

In this second clip we see a shopper in the store close to closing time on the Saturday afternoon. She is shopping with the specific aim of purchasing lavender, but is engaged by the colour of the purple aubretia next to the displays. This shows a potential for link sales through placing unrelated but similarly coloured varieties adjacent to each other, perhaps on colour themed displays. Several shoppers in the research were shopping by colour.



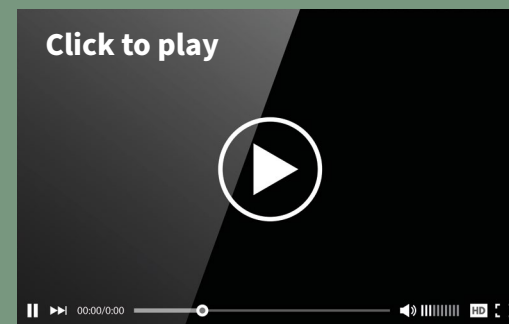
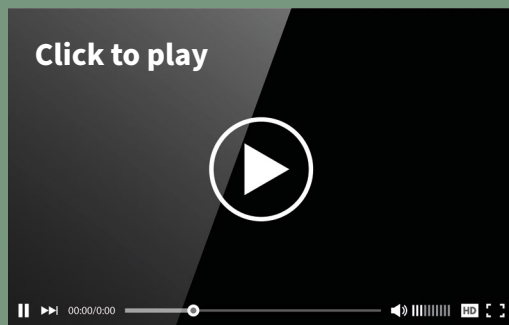
### 👁️ What the Shoppers Saw

#### Attention Grabbing

In this example, we see a shopper whose attention was drawn to the clematis by yellow cane ends. The clematis itself lacks the eye catching colour to stop shoppers, however the yellow helped gain shopper attention. Other shoppers were also stopped by the yellow cane ends, showing how colour can be 'added in' to displays to increase shopper engagement.

#### Seeing Red

In this clip we see first how the red of the tomato labels re-assures the shopper (probably subconsciously) that the green shoots become tomato plants. Note how on the way back to the trolley the shopper's view is fixing on reds, and how after picking up a third plant her eye is drawn to the tomato feed by red colour blocking. This shows how using consistent colour across related categories and positioning them next to each other can help to increase cross selling and transaction values, although in this case the opportunity to link sell canes for the tomatoes was missed.





## Possible Opportunities

### Colour Blocking

Grouping or blocking colours together often stopped shoppers at benches and fixtures. The effect is particularly strong with flower displays. Blocks of colour also influenced navigation around store, with the eye fixing on colour blocks which the shopper then tended to follow.



### Cross-selling through colour

We noticed shoppers engaging with unrelated plants of a similar colour, and matching colours across categories. For instance several shoppers were making colour associations between plant food and the target plant. This suggests there may be an opportunity to co-locate or otherwise cross-promote plants of similar colours but different varieties to increase transaction values. Similarly using colour to link plants with related non-plant goods like feeds and containers (e.g. through reds associated with tomatoes) could also help increase average transaction values.



### Point of Sale and Merchandising

Where plants are not in bloom, the use of colour on labels or in the displays helped to stop shoppers. A good example of this was the use of yellow cane ends on clematis plants, which stopped shoppers and drew them into displays, giving the plant and its labelling an opportunity to close sales.

