

# **BRISTON**

# **MERCHANDISING GUIDELINE**

# PURPOSE

BRISTON offers a variety of elegant and practical supports in a modern and lifestyle spirit.

Driven by the desire to answer to our customers request to have something warmer to display the BRISTON watches, we created this new display made of wood with white mate details.

Every detail has been carefully thought and designed consistently with the greatest care brought to BRISTON watches.

POS is the closest link to the end consumer; we are not only selling, we create also through displays :

- Visibility
- Awareness
- Respectability
- Credibility
- Desirability

# THE POS BRAND IMAGE AND SELLING PROCESS VALUE FOR SALES

"70% of shopper decisions are finalized in store"

→ The sale can be loose if the customer has a bad feeling in front of windows !

"28% of the clients of a store go into the shop without having decided what brand they want to buy "

→ We can gain sales on those undecided customers thanks to proper attractive windows !

# THE POS BRAND IMAGE AND SELLING PROCESS VALUE FOR SALES

FORM is almost as important as CONTENT !



# THE POS BRAND IMAGE AND SELLING PROCESS VALUE FOR SALES

How can we influence this process :

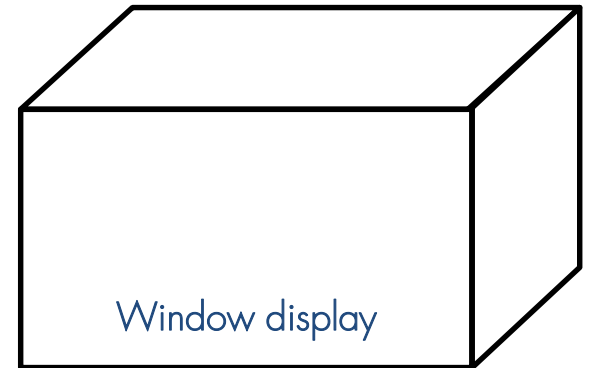
- Taking care of our image thanks to attractive displays
- Taking care of our sales team thanks to involving trainings
- Taking care of our products thanks to proper displays

# HOW TO DISPLAY BRISTON

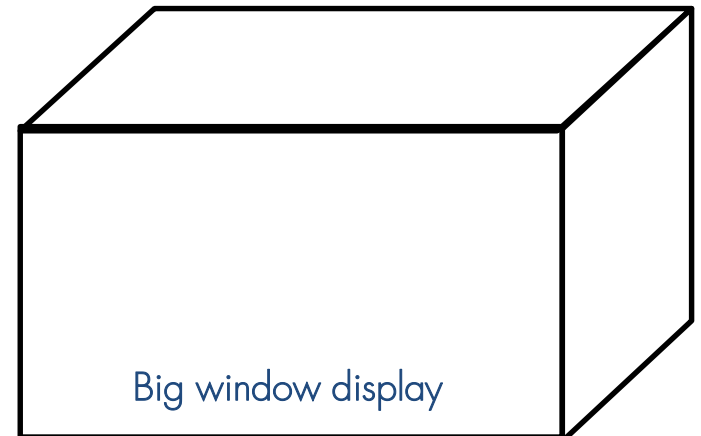
# USE PROPER DISPLAY ACCORDING TO THE AVAILABLE WINDOW



Counter display



Window display



Big window display

# GROUP WATCH FAMILIES



- It's important to group watch families in order to give a good visibility of BRISTON watches to the final consumer.

- Then in each family, please group per group/materials (Timeless, Icons, Trendsetters, acetate, PVD, ...).

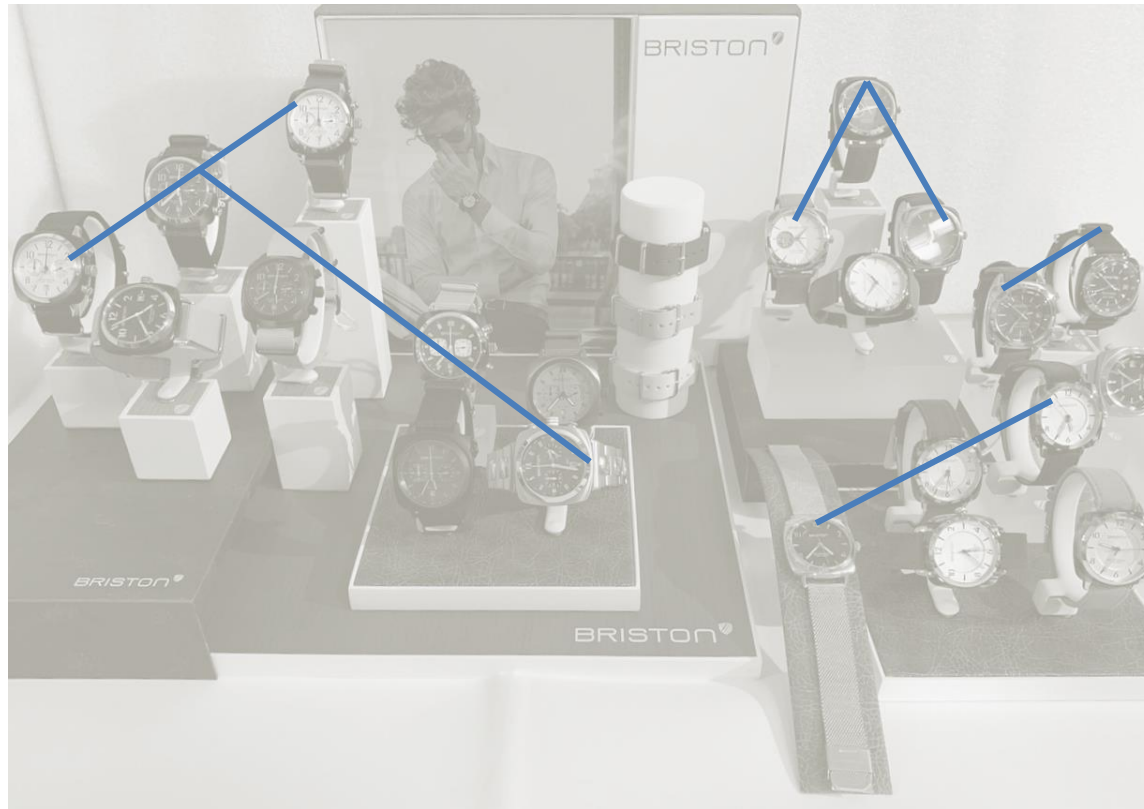
- Display small watches in the front and larger watches in the back.

- Position the watches with the crown up when displaying horizontally.

- Use toboggans and cubes to differentiate the heights.

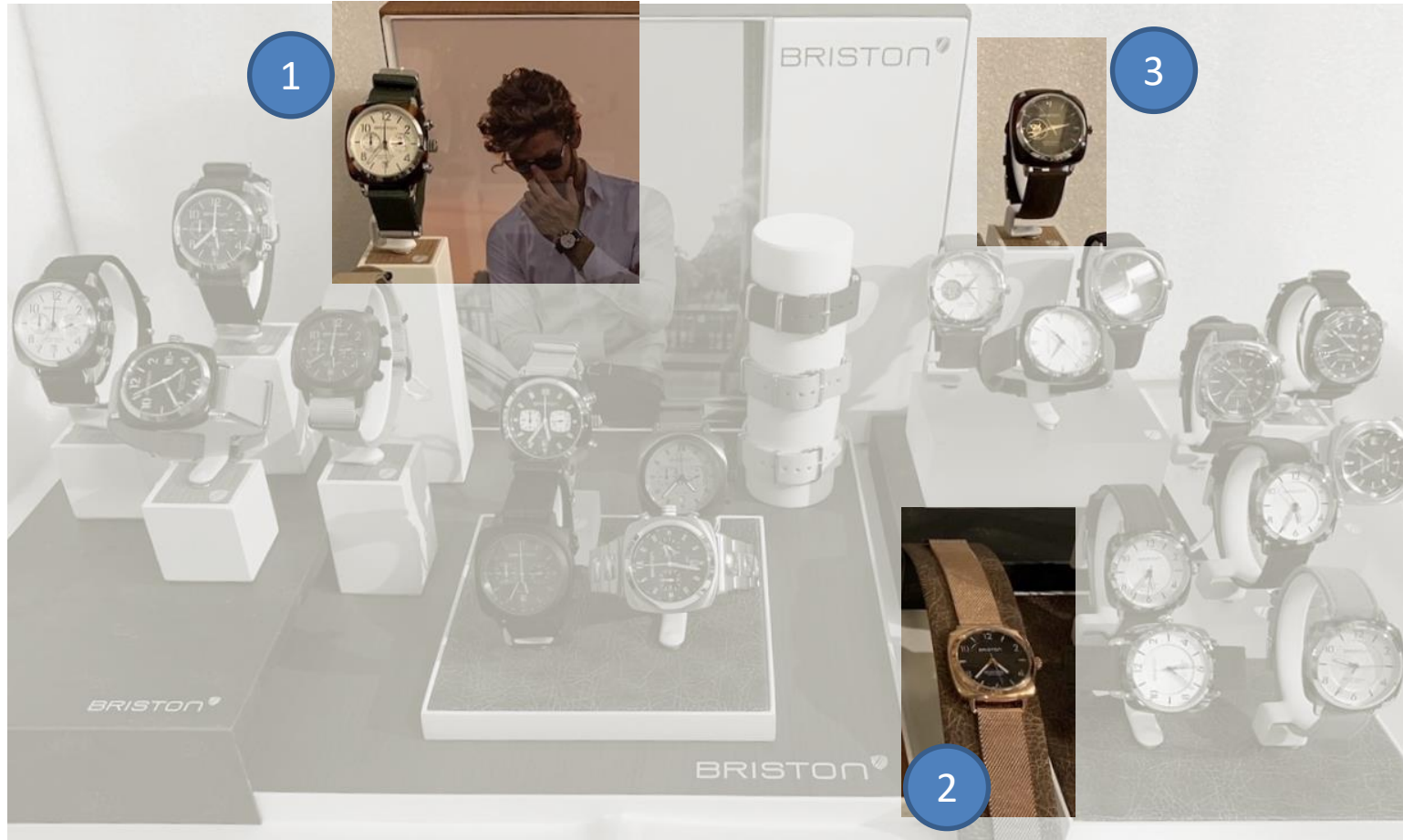


# USE CONVERGENCE LINES



- It's important for the customer to have a proper reading of the display, first to be eye catching and secondly to bring him to specific products on "hot spots"
- Then please use convergence lines (as in painting art) by displaying watches as pyramids
- Use toboggans and cubes to differentiate the heights

# USE "HOT SPOTS"



- Use "hot spots" in order to highlight :

- 1) Product related to the back display picture
- 2) Cross selling proposals
- 3) Novelties

## ALTERNATIVES DISPLAY

Sometimes you can't use displays because of space or shop specificities (i.e. low drawer window or concept stores).

Then you can, for example, display watches in line as follows :



## BEST PRACTICES

- Fight and set BRISTON in proper benchmarked brand environment (same universe and positioning) and the better places in shops (visibility and traffic)
- Always use the proper brand identity (BRISTON written + LOGO) and the latest display materials
- All Shops must have the same coherent image & displays.
- Set a minimum 15 to 35 watches (that is not seen is not sold ...)
- Be sure that, at least, the top 10 sell out is displayed (easy sales !)
- For online shops, please make sure to use the same spirit and quality as offline and as our own official BRISTON website (corporate identity, logo, HD pictures, ...)

# HOW TO NOT DISPLAY BRISTON

# PURPOSE

The following examples can be obvious;  
however if it's shown here it's because we saw it on the field ...

- Do not set horizontal c-ring on high plots (falling risks and not very qualitative), use small one



The crown always on the top



- Do not use boxes as display (bad cheap image)

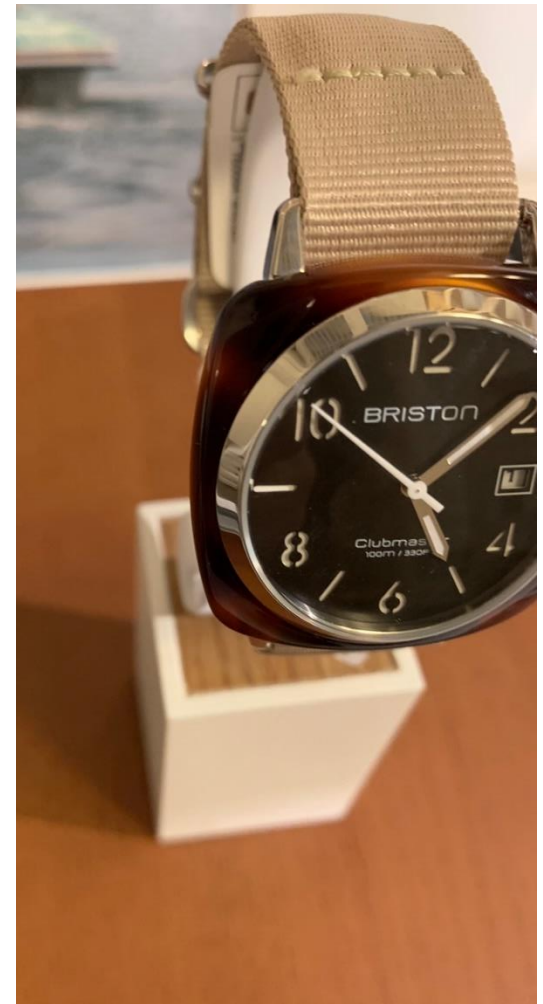




- Do not set the NATO with their plastic, use the cylinder



- Do not let the tag flapping, hide it



- Do not let leaning watches





- Do not hide the BRISTON logo



- Be sure the chronograph hand is reset



Internal use only

- Pay attention to metal colour similarity between Strap and Watch case



Rose Gold  $\neq$  Yellow Gold

Steel  $\neq$  Rose Gold

- Pay attention to strap way setting (buckle always on the top)



Internal use only

- Avoid “exotic” strap/dial associations





# POS ANIMATIONS

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In order to have a consistent, relevant and powerful worldwide BRISTON image, please only use following visuals for POS animations (pop up, windows, outdoors, ...).

We will update the pictures on a yearly basis and send it to you.

All materials are available in our Intranet.

# POS ANIMATIONS – VERTICAL PROPOSALS



# POS ANIMATIONS – HORIZONTAL PROPOSALS



**THANK YOU FOR YOUR  
ATTENTION**