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Opportunities Everywhere p.20 Accessories Sales Refresh p.30 Bluetooth Speakers Come of Age p.36



BY LEO DARDASHTI,
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Is Your Product Presentation Good Enough?

The Effect of Product Packaging and Merchandising at Retail

Take a fresh look at your retail accessory product sales. Two-thirds of consumer electronics accessory purchases are still made at physical retail stores. U.S. consumers spent \$8.8 billion dollars on these accessories last year. While 42 percent purchase accessories at the same time as the electronic device, the majority purchase them within six months of the original purchase.

A 2011 CEA research study, *Consumer Perceptions and Expectations of CE Accessories*, found the

educated. Before you start your packaging design or merchandising, visit several retail locations. During your store checks, take photos of competing products at shelf, noting shelf spacing, product packaging, lighting, positioning and merchandising. Evaluate the store environment through the eyes of your customers. Now you are ready to design your package.

Packaging Design

Packaging design is a trade-off between the marketing objectives to promote your product

response, convincing the consumer to buy now. Save more detailed features for the back panel, to help those considering a purchase.

Keeping your customer profile in mind, consider the advantage of including two or three languages. You can also reduce inventory and packaging costs if you are selling to other countries. This is an effective way to reach more customers and improve sales.

Premium packaging materials will draw attention at shelf, while adding a sophisticated look that signals your product is higher quality. Your package should be capable of protecting your product during shipment. If some packages arrive at shelf with crushed sides or damaged graphics, those items and undamaged ones nearby will not appeal to consumers. A great package is only half the battle. Next, you need to merchandise your product.

Merchandising

In addition to displays and traditional shelf graphics such as headers, shelf talkers and POP, there are several other opportunities to improve your accessory's sales.

If your product is near eye level, you have a better opportunity to attract the customer's attention. If not, you should compensate with bold colors, larger copy and compelling graphics. Is your accessory located where consumers expect to find it

in the store? Locating your product in the right department is crucial.

Finally, support your product with the latest technology to enable online consumer research. It's not enough to place your website in small letters on the package. Add a QR code graphic in a prominent position. Consumers can scan it while still in the store and be directed to a YouTube or website video that walks them through the features, use and installation of your product. ●

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Two-thirds of consumer electronics accessory purchases are still made at physical retail stores. To increase profit in your product, you must re-evaluate your product packaging and retail merchandising programs.



three key retail purchase influencers are packaging, store displays and seeing the item on the shelf, while the key accessory attributes consumers value are quality, price, warranty and brand reputation. To increase profit in your product, you must re-evaluate your product packaging and retail merchandising programs.

Know your customer and the retail shelf environment. Develop a customer profile based on geographic coverage and your brand's strengths. Determine your customer's demographics. For example, research found that 51 percent of consumers who buy CE accessories are female, 55 percent are between the ages of 18 and 44, 48 percent are married and 74 percent are college

and the physical need to protect the product in shipment. Your packaging should connect with your customer.

Don't depend on a specific package orientation at shelf. Design your graphics to highlight the key features on all faces, using vertical and horizontal panels to support several planogram layouts. You have three or four seconds to make a positive consumer impression, so make your product stand out. If your package is lost in a sea of other products, most people will walk right by yours. Colors should be chosen to stand out without being gaudy or garish. Product images should clearly show the accessory and its key features. Lifestyle images can evoke an emotional