

the inside advantage

fall2008

FOUR SIMPLE TIPS TO increase impulse buying

Customers often buy on impulse, going into a store for one item and coming out with several unintended purchases. Consumer research has found that approximately 20% of all purchases of cut flowers and garden/bedding plants are unplanned and 1/3 of houseplants are spontaneous purchases.



Understanding the dynamics of the impulse buy can boost sales. Here are four simple tips to get started:

- 1** Dramatize the emotional rewards to excite the customer. Shoppers buy with emotion rather than logic. They want products they can imagine themselves enjoying.
- 2** Promote the greatest product benefits to capture the customer's attention and give them a reason to learn more. Too much information upfront confuses shoppers and causes them to lose interest.
- 3** Show customers how several products coordinate well together. Grouping products together gives shoppers new ideas about items they may not have considered.
- 4** Be specific about your product to give customers clear choices. Rather saying "fast," "easy," or "inexpensive," tell the customer how fast, how easy and how inexpensive.

point-of-purchase seasonal display

Van Zyverden wanted an updated look for their bulb cappers and box fronts that would inspire customers with images of bulbs in full bloom and provide information to facilitate plant selection such as height, bloom time, and price. Van Zyverden was also looking for a package redesign that would enhance their sorting and packaging efficiencies.

The John Henry Creative Team developed a range of design concepts that incorporated the product aesthetics and functional aspects that Van Zyverden desired. Our Horticultural Image Specialists worked with Van Zyverden to select close-up and in-use photographs for each plant variety from our extensive digital image library.

With a need for quick turns, we developed a database for Van Zyverden to populate with plant information so the John Henry® team could research photographs and layout content information months in advance of each season's production. Planning also anticipated having the required stock available based on Van Zyverden's annual requirements.

The new package designs enabled customers to easily plan their spring gardens based on the photographs and clearly visible information on the cappers and box fronts. Close coordination between Van Zyverden and John Henry® ensured that packaging was designed, produced, and delivered in the time frame needed to meet seasonal demand.



THE NEXT big thing



John Henry® PlantPorter™ pictured with the award for "best out of the box product" at Floramedia's 41st world conference in Berlin, 2008

funfacts TO SHARE

Houseplants Help You Breathe Easier

Indoor plants improve home air quality by removing chemical such as formaldehyde, acetone, xylene, toluene, benzene, and ammonia, found in building materials, carpets, flooring, paint, and many fabrics. Top performers are palms, rubber plants, ficus, spider plants, dracaena, English ivy, and Boston ferns.

www.jhc.com