

LIVE & BREATHE  
**INSPIRING  
THE  
SHOPPER**

# **SALE** **BY DESIGN**

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*Insight into the 2010/11 Sale Season*

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## WELCOME...

*...to “Sale by Design”.  
A short round up of the trends we’ve  
seen over the 2010/2011 Sale Season.*

*This year, we’ve noticed there has been  
a significant spend on Sale communications  
across most categories. With innovative window  
displays, big media pushes and sale activity  
being used as a vehicle for brand messages.*

*All of which points to how significant the  
post-Christmas trading period has become  
to retailers and brands. Whether as a reaction  
to a tougher trading environment (shoppers with  
less cash) or evermore savvy shopper behaviour  
(delaying purchase until after Christmas),  
retailers have to work hard to win the pounds  
in our pockets.*

*As such we’ve seen some very deep discounting  
(70+% off), some interesting twists on the  
traditional language of ‘Sales’ communication  
and, of course, the discounts starting ever  
earlier in the season (many pre-Christmas).*

The traditional visual language for Sale predominates. Semiotically it is a shorthand for value. However, when everyone uses the same colours many retailers are experimenting with textures, techniques and technology to drive cut-through and attract the eye.

# OLD & THE NEW

G-STAR RAW



DIESEL



REPLAY



WHISTLES



PULL & BEAR



VIVIENNE WESTWOOD



**ON BRAND  
ON SALE**

KURT GEIGER



QUICKSILVER



HARMONY



L'OCCITANE



SIZE?



FOLLI FOLLIE



*For many retailers, Sale communication can be seen as somewhat grubby. It is perceived as denegrating brand value. Therefore, they communicate in a fashion which has nothing to do with the brand. However, this year many retailers seem to have embraced the idea of being on Sale and created discount communications that also leverage brand values. Be they graphic elements of the brand identity (colours, type) or harnessing symbols of the brand's values (see the snowboarder interacting with Quicksilver's Sale icon).*

## BOOTS



## BANANA REPUBLIC



## COS



## SPORTS DIRECT



## HARVEY NICHOLS



*For some retailers it seems the Sale is more important than the brand. They are selling the discounts so heavily that very often who they are (brand) and what they sell (product) gets lost. Techniques such as blocking out the window with a discount message will certainly disrupt and attract but where does the activity leave the brand post-Sale?*

**MORE  
IS LESS?**

## BURBERRY



**LESS  
IS MORE?**

*Premium and luxury retailers trade on their brand value. So, discounting is somewhat of an anathema to their values. Which is why so many choose not to shout about their Sales. The elegance is admirable but in many ways the activity in window seems redundant.*

## HUGO BOSS



## JOHN SMEDLEY



*Some retailers have stuck with what their customers know. Year on year using the same collateral drives recognition (people remember it), builds a Sale 'brand' for that retailer and drives efficiency as the campaign is not re-invented each year.*

**REPETITION,  
REPETITION,  
REPETITION**

**SELFRIDGES**



**LIBERTY**



**HOUSE OF FRASER**



**GAP**





**EXTENDING THE SALE**

*Pubs and bars are also jumping on the sales band wagon with similar offers to high street retailers in regard to sales and money off.*



**BORING?**

*An example that disproves the old adage that repetition is recognition. End of year report "must try harder".*



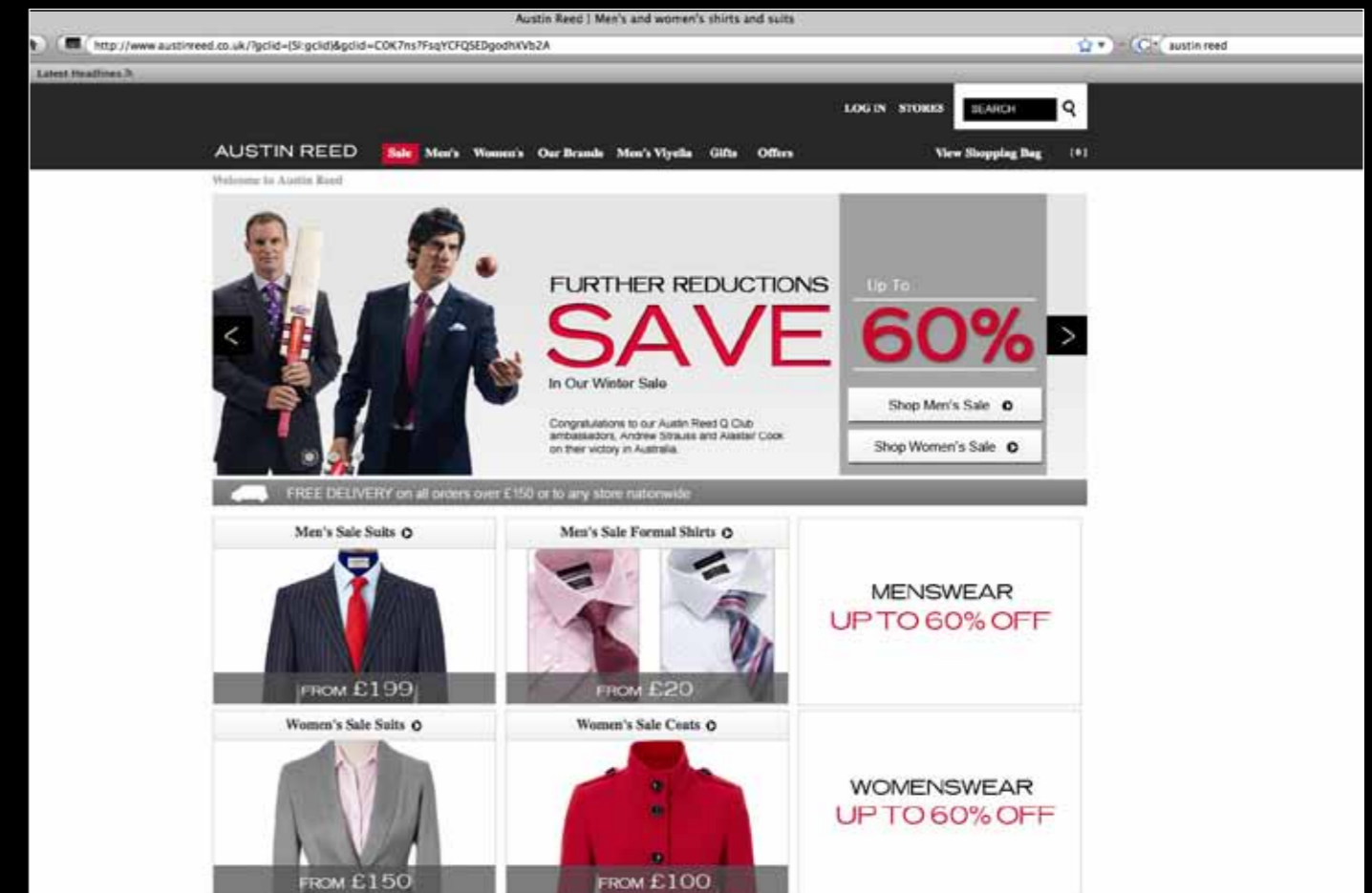
## WOOLWORTHS



*This year, on-line retail seems to have adopted many of the tricks that bricks and mortar retailers use during Sale. Visually strong and delivering cut through, both through bought advertising space (banners etc) promoting the site but also differentiating the Sale section on their own site.*

**CLICKS  
MIMIC  
BRICKS**

## AUSTIN REED



## LAURA ASHLEY



## TK MAXX

