



BURKHART MARKETING :: Brand Management

Point-of-Purchase

Enhancing retail environments and experiences through show and sell

YOUR CHALLENGE

Most franchise marketing focuses on getting customers in the store. However, every store is different, and sometimes the corporate-supplied point-of-purchase (POP) signage just isn't enough. POP can potentially have high costs, and there are so many POP options, it's hard to know how to maximize your advertising dollars.

OUR SOLUTION

We understand the pain points around POP for franchisees and we take these issues into account when we develop a solution for you. We'll also take the time to understand your key objectives, budgets and timeline. Then, we come back with a solution specific to your brand. We develop creative that speaks to your customers on a hyper-local level to convert browsers into buyers. We don't just go for national slogans or logos – we tailor your creative to you. Our creative experts know that your POP ultimately needs to deliver sales, while working within national brand guidelines.

WE DELIVER

- **Digital LED Screens**
Menuboard, Video POP
- **Interactive Kiosks**
POS, Ticketing, Web
- **Promotional + PDQ**
Counter, Table, Ceiling
- **Stands + Holders**
Banner, Poster, Leaflet
- **Merchandise Display**
Endcap, Aisle, Shelf

LEARN MORE



REQUEST A CONSULT



- **Communicate dynamic content**
- **Make smarter business decisions**
- **Introduce feature products**
- **Update pricing and promotions in real time**
- **Increase average ticket**

See how Burkhart helped a **leading QSR** increase average ticket revenue with digital signage

DOWNLOAD STUDY

