

“Which advertisements are successful?”

In big letters, the coffee-bar’s pavement sign reads “Soup €4.50”. Most consumers don’t take any notice and simply carry on walking by. In another coffee bar a few feet further down the street, a sign is hanging next to the drinks board with the message “Mega-Deal... all savoury snacks are ½ price after 4.30pm”. “It’s not going so well here..” says the young business woman to her colleague while waiting for her cappuccino.



Pavement signs - a common sight in pedestrian zones and shopping streets. They point to “offers” and “promotions”; sometimes these signs are successful and at other times less so. The aims of the seller are clear - “to entice customers in”. The

results are often sobering, however. Here are some tips for winning customers and, in turn, an increase in sales:

Tip 1: Promote only the range of products that fits to your company. For a coffee-bar this would be items such as sweet and savoury snacks and hot and cold drinks, as long as you have a connection to coffee or tea. And what are the reasons behind this?

Our observations have shown that based on a store’s external appearance and “label”, consumers will immediately have expectations of it. With labels such as “coffee”, the above-mentioned products are expected. This explains why an offer for “soup” does not fit it in to the expectations for a coffee bar.

Tip 2: Place an “appetizing image” on the poster (e.g. an A1-size pavement sign) to make sure the customer really does “take notice”. The price as a method of enticement is not necessarily required for a coffee-bar.

Tip 3: Avoid “mega-deals” where you offer products at half-price, as in the above-mentioned example. This method may at first reduce your write-offs but will swiftly lead to customers getting the impression that your products “do not taste very good”. Furthermore, this can lead to some customers postponing their snack purchase to after 4.30pm thus resulting in a thinning of your profits.

Tip 4: Go for a product that your competitors do not have in their range, for example “extra-chocolatey cookies or brownies with white chocolate”. If this then takes centre stage on the sign with a tasty-looking photo, the customers should be flooding in to your store.