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A CHALLENGE IN EUROPEAN PROFESSIONAL DEVELOPMENT



EC Project Number: 2018-1-IT02-KA101-047792

Key Action: Learning Mobility of Individuals

Action Type: School education staff mobility



TEACHING ASSIGNMENT presso Savo Vocational College, Kuopio, 4 - 9 novembre 2019

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SHELF MARKETING

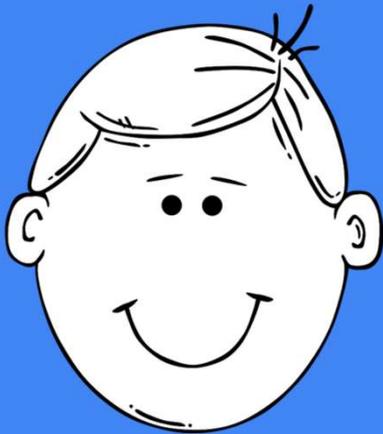


YOU ARE NOT FREE TO DECIDE

NEURO-PSYCHOLOGICAL SECRETS IN

GROCERY STORES

WHEN YOU ENTER A SUPERMARKET...



- YOU FEEL **FREE TO DECIDE**, BUT YOU ARE NOT ACTUALLY.
- YOU BELIEVE **YOU NEED WHAT YOU BUY**, BUT YOU DO NOT ACTUALLY. NOT ALWAYS, AT LEAST.



ENTRANCE AND PATH

POSITION OF THE ENTRANCE: RIGHT OR LEFT DEPENDING ON DRIVING HABITS IN THE COUNTRY (CLOCKWISE OR COUNTERCLOCKWISE).

POSITION OF GOODS ON THE PATH: EVERYDAY PRODUCTS (MILK, EGGS, BREAD, MEAT) ARE DISLOCATED ON THE PERIMETER IN ORDER TO EXPOSE CUSTOMERS AS MUCH AS POSSIBLE TO MERCHANDISE.



THE SHELF



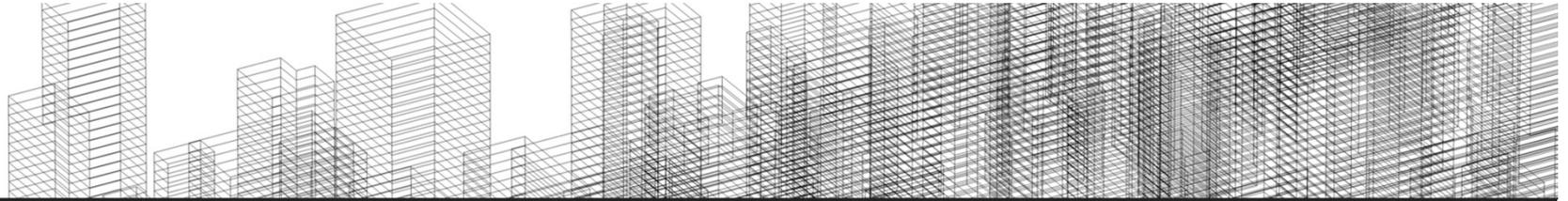
- **POSITION OF GOODS ON THE SHELF: EYE LEVEL IS BUY LEVEL.** BRANDING STUFF IS ALWAYS AT EYE LEVEL. CHILDREN'S EYE LEVEL IS VERY IMPORTANT. CHEAP GENERIC STUFF IS PLACED ON LOWER LEVEL.
- **RIGHT BRAIN DECIDES ABOUT IMAGES AND LAYOUTS:** WE MOVE LOOKING AND CHOOSING PRODUCTS ON OUR LEFT-HAND, THAT IS USING RIGHT BRAIN.

HOME EXPERIENCE

SUPERMARKET IS A NON-SPACE, BUT YOU FEEL AT HOME:

- RELAXING MUSIC
- NEUTRAL COLORS
- SMELLS OF BREAD OR FRUITS
- SMALL SHOPS (BUTCHERY OR BAKERY) INCLUDED IN THE SUPERMARKET AREA (A SHOP ASSISTANT TAKES CARE OF YOU).





CONVENIENCE

YOU CAN FIND ANYTHING YOU NEED AT A TIME.



ENJOY THE EXPERIENCE!

THE CAFE' YOU ALWAYS FIND NEAR THE ENTRANCE OR THE EXIT OF THE SUPERMARKET IS NOT THERE BY CHANCE!

A COFFEE IS A CUDDLE WHICH PREPARES YOU TO BUY OR CARESSES YOU AFTER SPENDING!



TO SUMMARIZE

BE ALWAYS AWARE OF YOURSELF,
EVEN IN A SUPERMARKET!