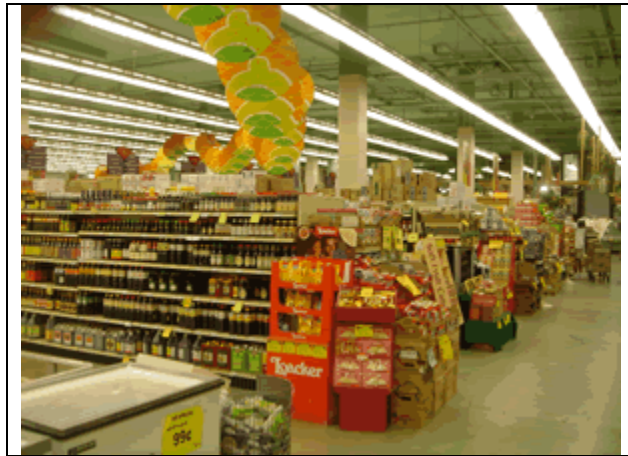
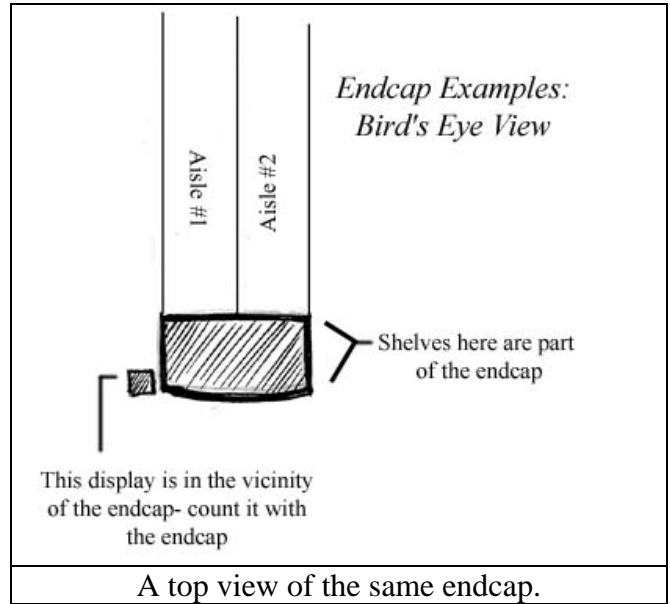
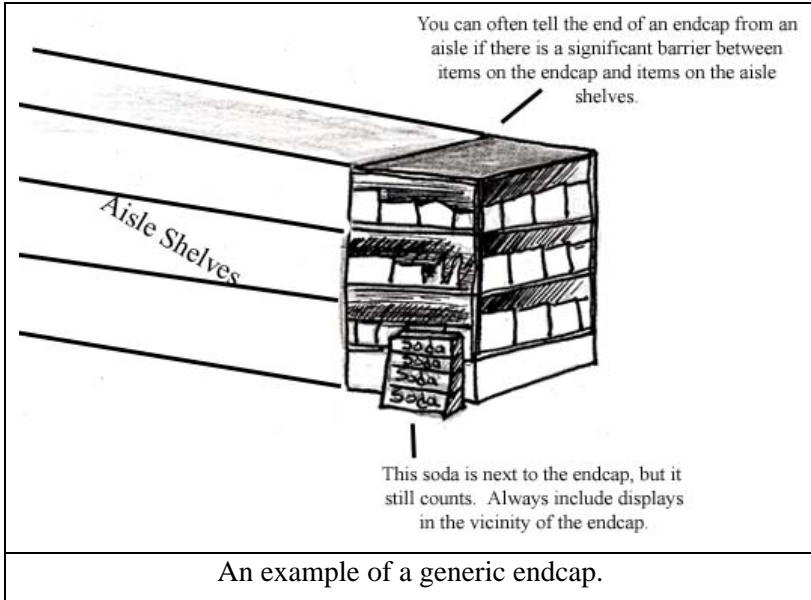
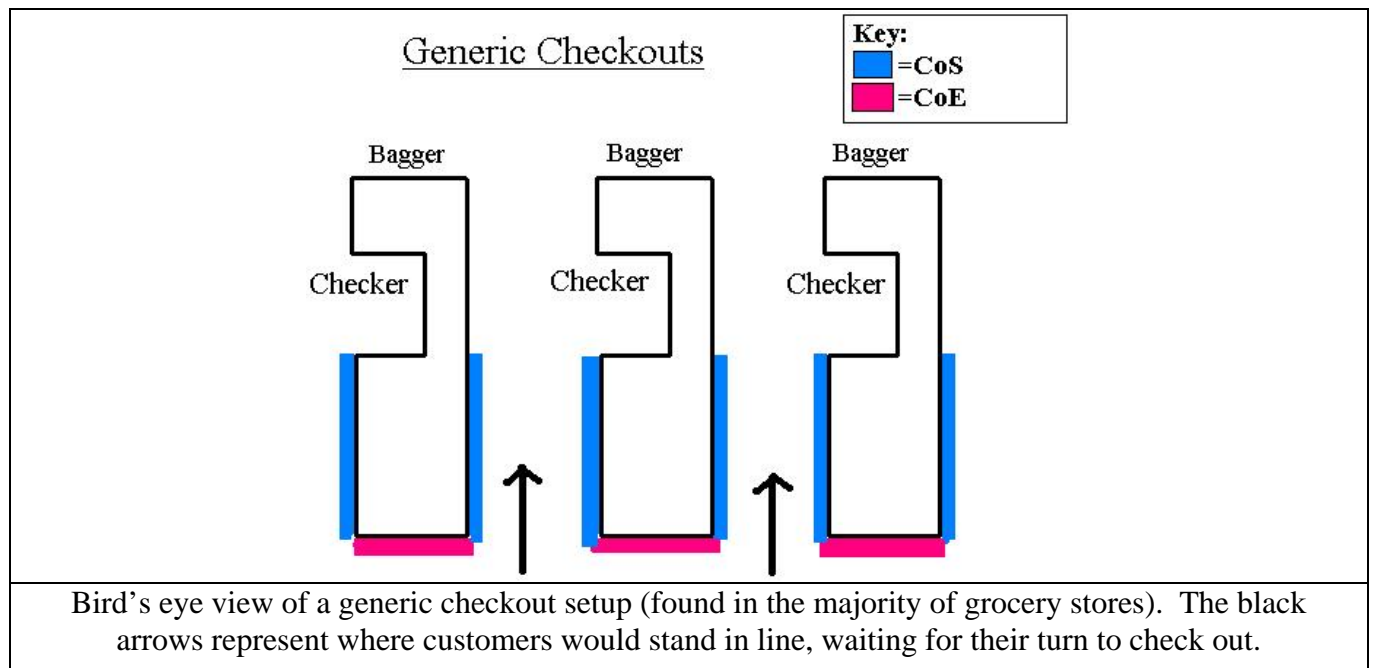
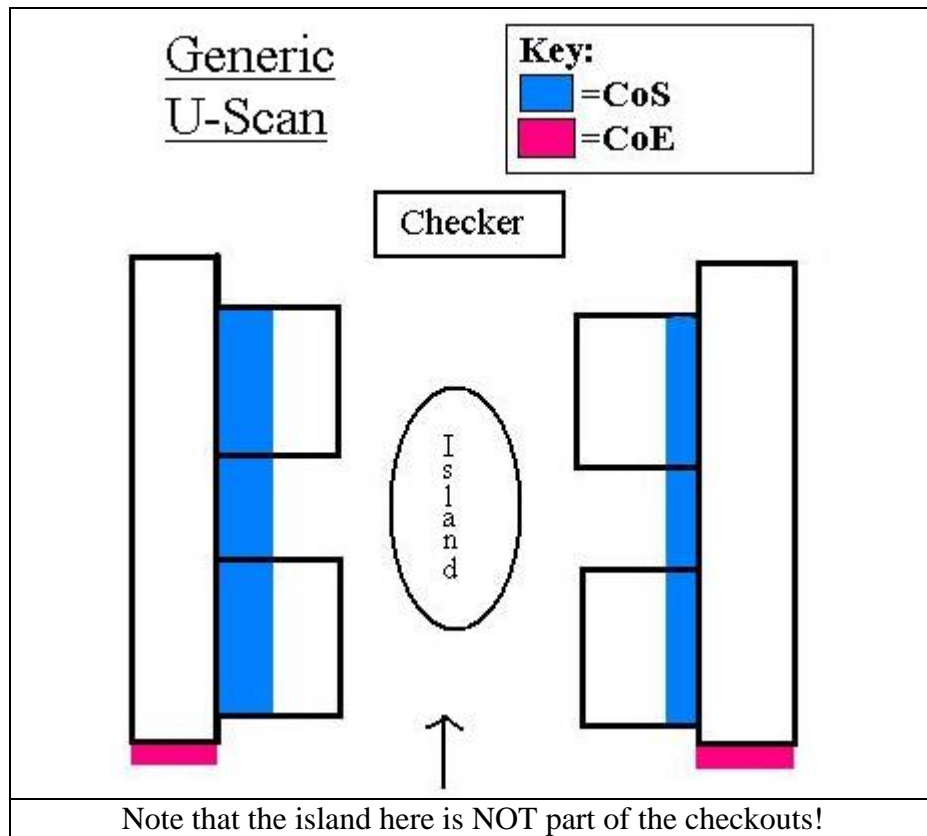


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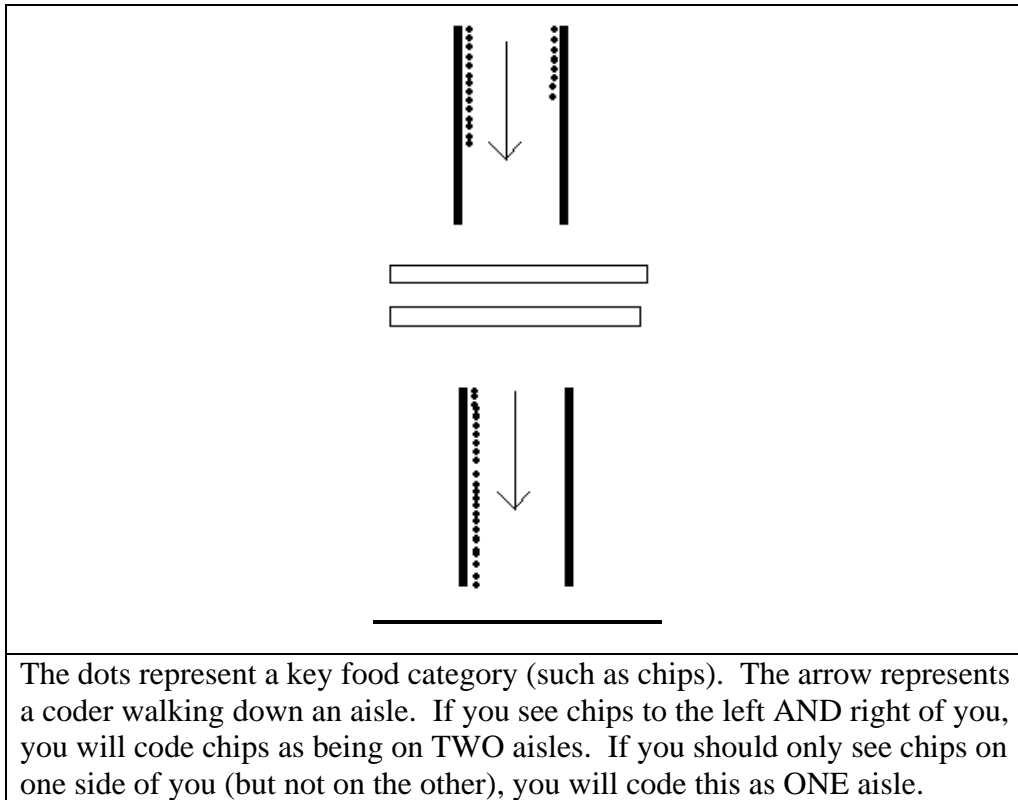
Endcaps and Checkouts:



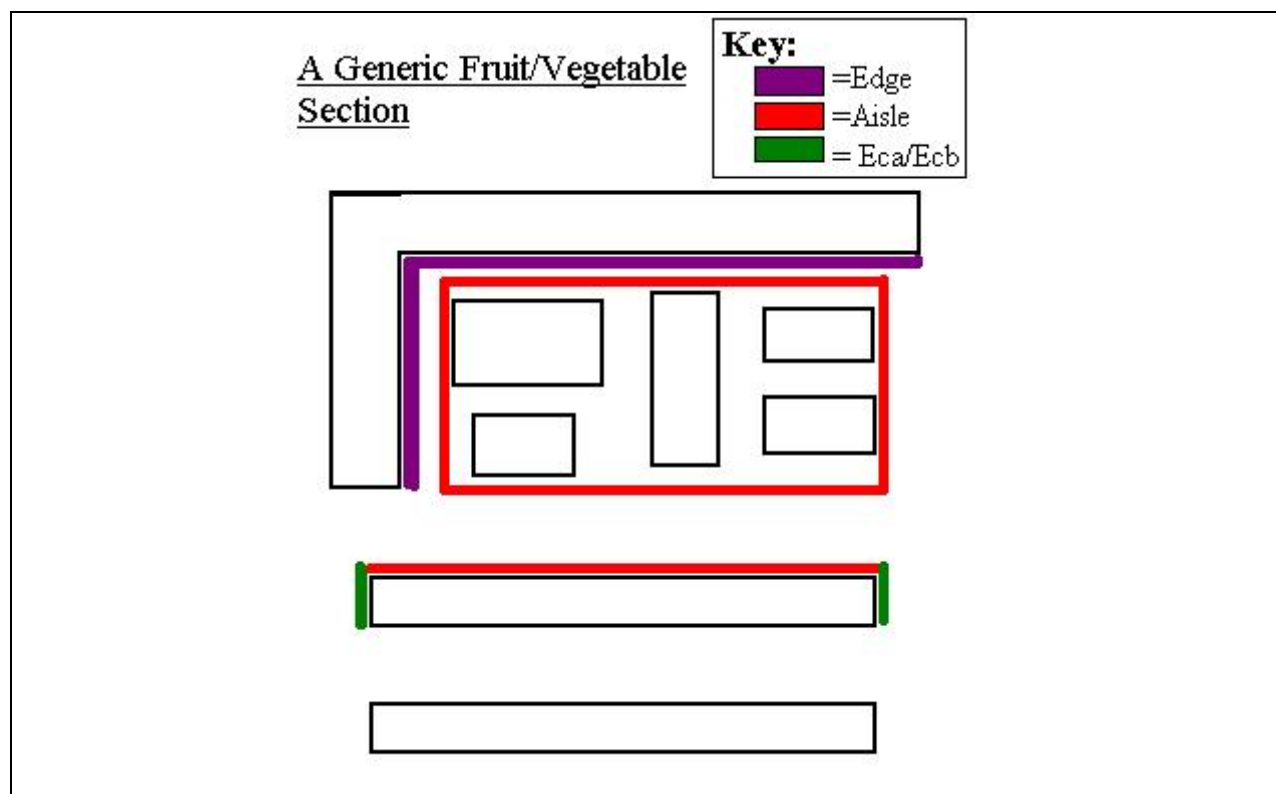
This photo illustrates some displays that would be considered part of the endcap. While these items are not on the endcap shelves, they are still being promoted at the end of an aisle.



Aisles:



Fruits and Vegetables and/or Bakery Sections:



Quite often, Fruit/Vegetable sections and Bakery sections will be made up of a portion of the store's perimeter, along with varying numbers of permanent islands (structures that you can walk around, but that cannot be moved). In this sample of a Fruit/Vegetable section, the PURPLE section is marked as Edge (with FV being the product category). You will mark the appearance of permanent islands as an aisle (these are located in the red rectangle). It doesn't matter how many permanent islands there are- they will count as ONE aisle location. In this example, there are five permanent islands, but they are marked as ONE location. The last red line representing aisle area is a separate aisle (and it gets its own row)- stores may or may not use this aisle facing the produce section for more FV items. Endcaps (shown in green), will also get their own individual rows on the data sheet. If this example were real, your data sheet would contain the following: one (E)dge, two rows with (A)isle, one Endcap A (Eca), and one Endcap B (Ecb). All of these would have the product category of FV (Fruits and Vegetables). You will code the bakery section the same way, noting wherever you see Cookies (CK).

Basic Grocery Store Map:



This is a good basic example of a store map. Note that this store has two front doors (that means two (O)utside and two (EN)trances that you'd need to check!) Take care to look carefully at the EDGE in this example- quite often, the edge will extend around to the side of a refrigerator, and items you may find there are still considered Edge sections (so don't overlook them!)

Promotion/Display:



This is an example of both **SIZE** and **THEME** (USA Olympics).



This example would be listed as **SIZE** (if is larger than the other endcap displays) and **DISPLAY** because of the extra branding and **THEME** because of the sports theme (could be March Madness).



While this wire basket looks nice, it still would not be counted as a **DISPLAY**. It's not a display because the basket itself has no identifying information, ie. branding- it's just something to hold the lemons.



This water (not a key category), illustrates a display because of the sign above it. If the sign with the brand name had been taken away, the simple wire cart would have been marked as **NONE**.



This situation would be DISPLAY only, because of the Dr. Pepper labels on the fridge on the left. If we only had the fridge on the right, that would label that as NONE.



This is a good example of an ISLAND DISPLAY.