

## How to Play With a Planogram



When deciding the size of a category, you have two options. You can match the size of the available fixture with a matching planogram size. (For example: a 12-foot fixture filled with a 12-foot cough, cold & allergy planogram.)

Or, you can ignore the size of the fixture, choose the planogram that makes sense for meeting your customers' needs, and boost revenue by playing with your merchandising skills in creating companion and impulse sales. By "playing" I mean playing around with some archaic merchandising rules. Jump in a time machine and dial back to 1970: back then, you would have found the merchandising rule of thumb to be big items on the bottom shelf, small items on the top. The problem with that rule is that many of the smaller items have a small ring at the register. The photo above shows an 8-foot cough, cold & allergy planogram with a 4-foot section incorporating humidifiers and facial tissues. Back in the Nixon era, there would have been no humidifiers or tissues placed near the cough & cold section. If a customer did find the humidifiers, they most likely would have found them placed on a shelf just above their ankles; tissues would have been placed just above eye-level.

Have some fun with your cough, cold & allergy section. Find room for humidifiers, vaporizers, hand sanitizers, thermometers, medicine spoons, facial tissues, lip balms, toothbrushes, natural remedies, and immune boosters. You will need a 3- to 4-foot shelving section, a power wing (also known as a side kick), and a few clip strips. Good luck.

Note: the above photo is a 12-foot-long gondola, 60 inches tall with a 13-inch base shelf.