

End-Caps Designed to Create Awareness and Future Sales



The vast majority of end-caps in a pharmacy have to be well-stocked and merchandised to generate impulse and planned sales. The little practiced exception to this rule is an end-cap to boost awareness and create future sales. The awareness end-cap is fueled by customers asking, “Where can I find...” (extra-large ankle braces, instant cold packs, toilet seat risers, quad canes, ADL reachers, 4-inch nonsterile gauze pads, knee walkers, etc.). The “where can I find...” question is almost always fueled by an unforeseen need. The items listed above rarely can be found in a high-profile area.

Grocery stores are quick to jump on awareness displays (see top right photo). Ideas for awareness end-caps include: “Bumps, Bruises & Burns Relief Center”; “Let Me Get That For You” (reachers); “Safety & Comfort For Your Home”; and “Let Us Size Your Cane For You.” Be sure to always include a sign.

How many end-caps you have and how much promotional product you have to display will determine how long you can leave an awareness end-cap up. It is best to keep an awareness end-cap up for two weeks, then relocate it to a different spot in your store. Repositioning an awareness end-cap will maximize its effectiveness. Give it a try! Test it with a reacher end-cap and watch sales grow.