



Valentine's Day 2019.

Discount stores

teamitg



Continuing its typically reserved approach to signage, B&M showed just how effective a minimalist design can be for its Valentine's display. Hot pink colouring, eye-catching white stripes and a focus on homeware promoted romantic ideals to shoppers.

On the digital front, heavy promotion on their website's front page and strategic placement of the Valentine's range on Instagram gave their smaller in-store effort more reach and magnitude.



“Instead of bombarding us with overly elaborate displays, B&M’s stripped-back in-store signage felt fresh and relaxed, with its reach extended by a more robust digital campaign.”

Jon Aston
Digital Director

home bargains

Home Bargains opted against using signage, instead relying on their huge array of products for their Valentine's promotion. By filling their shelves with a large collection of heart-covered products and lining them with flowers, sweets and cuddly toys, they created a simple but effective display.

For their digital effort, they showcased much of the extensive range, utilising landing page banners with bright pink theming and Instagram shots.



DIGITAL ACTIVITY



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IN-STORE POS



Opting for minimal signage, Poundland instead made use of bright shelf edges and hangers. A pale pink pattern was used in combination with 'love is in the air' and 'perfect for Valentine's Day' mottos to showcase their product line, while a small range of Valentine's Day-themed items were paired with existing lines of sweets, gifts and packaging.

On social channels, they leveraged the same theme as their signage to showcase Valentine's Day-specific products, further enhancing the campaign's synergy.



DIGITAL ACTIVITY





Wilko used its Valentine's promotion as a way to push its wider homeware selection, strategically placing its signage alongside Champagne glasses, chocolates and candles.

On Instagram, it pushed aspirational, yet simple romantic imagery including shared cups of coffee and flowers in vases. Overall, the theme created romantic ideas that shoppers could emulate with Wilko's existing range.





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Thank you

Get in touch for more information
or to discuss opportunities for your business

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