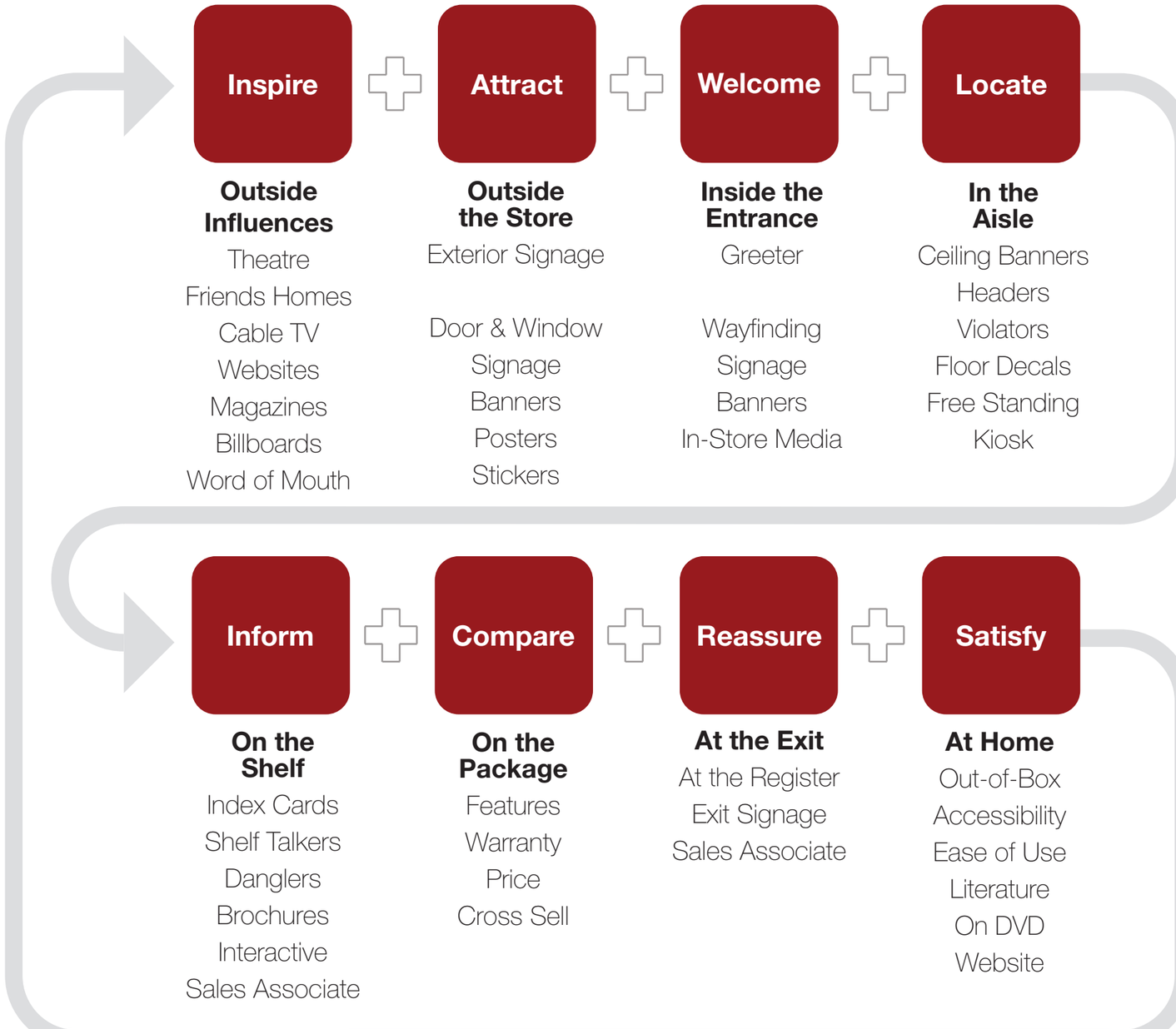
Inspire
Outside Influences
Theatre
Friends Homes
Cable TV
Websites
Magazines
Billboards
Word of Mouth
Attract
Outside the Store
Exterior Signage
Door & Window
Signage
Banners
Posters
Stickers
Welcome
Inside the Entrance
Greeter
Wayfinding
Signage
Banners
In-Store Media
Locate
In the Aisle
Ceiling Banners
Headers
Violators
Floor Decals
Free Standing
Kiosk
Inform
On the Shelf
Index Cards
Shelf Talkers
Danglers
Brochures
Interactive
Sales Associate
Compare
On the Package
Features
Warranty
Price
Cross Sell
Reassure
At the Exit
At the Register
Exit Signage
Sales Associate
Satisfy
At Home
Out-of-Box
Accessibility
Ease of Use
Literature
On DVD
Website