

**3M** Science.  
Applied to Life.™



# Command™ Shoppers Journey



**Do. No Damage.**

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## How do they shop instore?



Kitchen Outdoor



Picture Hanging Bath



### Most of the shopping of Command™ is done on impulse.

There are two types of placements Primary and Secondary. As per a survey, 40% of shoppers are actually looking for Command™ products, whereas the rest are focused on impulse buying. Primary placement is done through endcaps, gondolas and dedicated hooks section. Whereas, Ideal placement for Secondary buying is in the following categories: Outdoor, Kitchen, Bath, Picture Hanging.

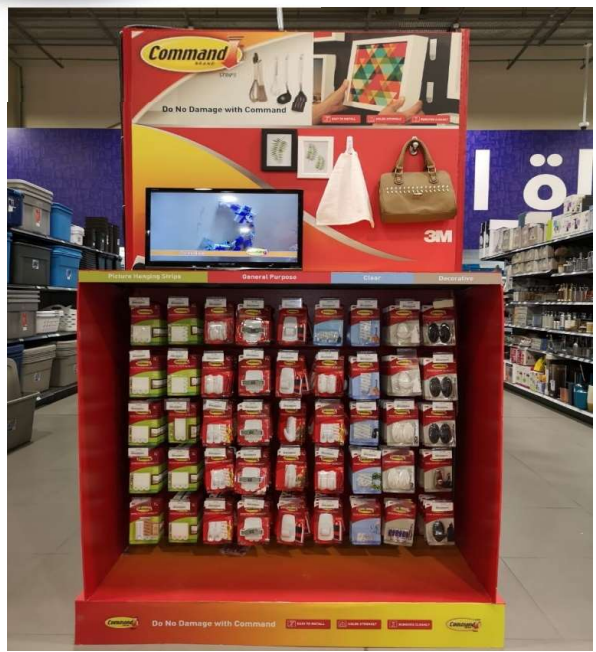


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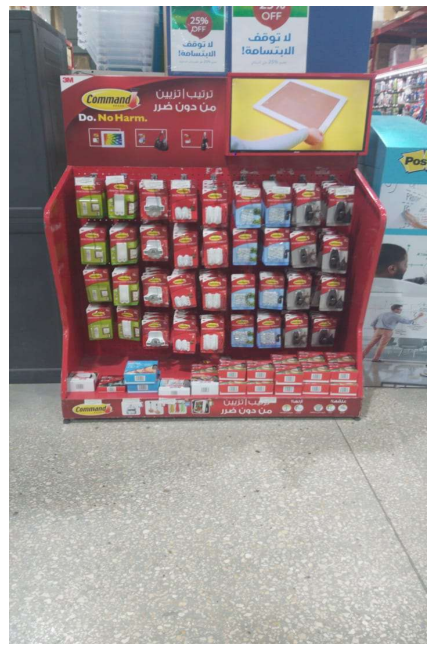
# Win the Shelf through Secondary Display



Command Wall with Actual Products



Stand Placements in High Footfall Areas



- Secondary Displays to drive education through-out the year
- Actual Products with education LCDs
- Stands to be placed across relevant categories (Kitchen, Bath, Decor)



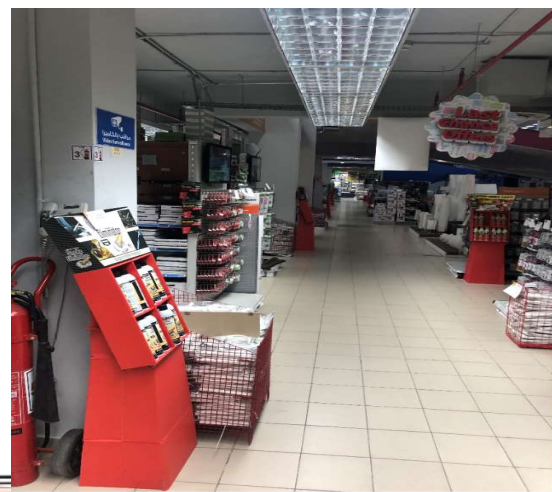
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# Cross Merchandising

- Cross Category Placements across Kitchen, Bath, Outdoor, Home-Decor Categories
- Special Stands (Parasites) with Application Images
- Relevant SKU Mapping in each cross category



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## How do they shop instore?

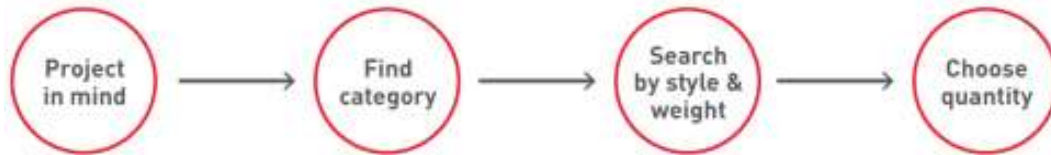




# Planograms

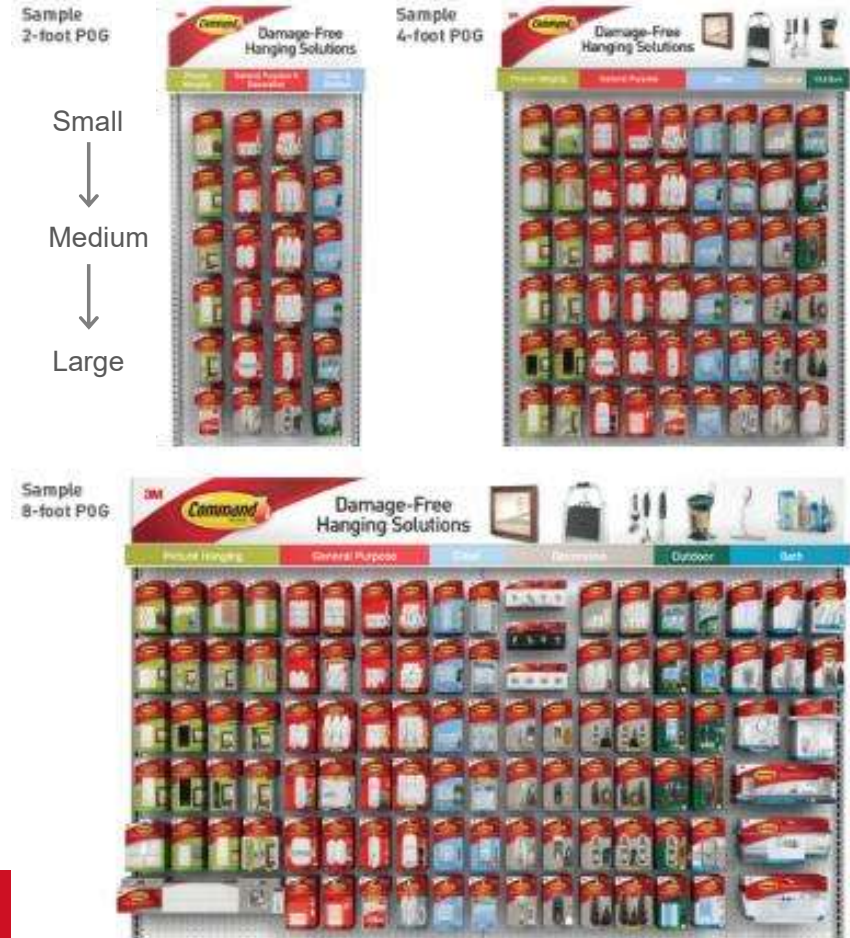
Create a full assortment that is easy to shop

Setup the POG according to how consumers shop the category:



- Shoppers approach with a task or project in mind, such as hanging a picture, hanging a broom, or hanging lights outside.
- The packaging creates color blocks to help shoppers find the right category.
- POP banners can also aid navigation.
- The Picture Hanging category should anchor either the left or right side of the POG.
- Other categories should be organized as shown.
- The Bath category may be better merchandised in the bath aisle, but could also be included here.
- Small hooks should be on top, medium hooks in middle, and large hooks toward the bottom.
- Refill strips can be on the bottom row.
- Value packs should be placed to the right of the corresponding standard pack.

POG size and mix depends on the store type. Some examples:



## PLANOGRAM GUIDELINES

### General Guidelines

- Always keep the Command™ POG handbook with you
- Please clean the shelves, hooks and SKU's before placing
- Always ensure that each Command™ SKU has a price label or shelf has a price label according to the SKU placement
- Always follow similar logic of planograms
- Top selling products to be given maximum facings
- Ensure products are placed in their respective categories
- At least 12 pieces of depth to be maintained for every product in the category at all times
- If some SKU's are unavailable, try and give extra facings to top sellers but ensure logic and the planogram flow is maintained

### Specific Guidelines

- Ensure Command™ primary placement needs to be in the household category
- Maximum category space to be given to Picture Hanging Hooks & General Hooks
- Placement of LCD is a must





In Store Execution

# Planograms (5 x4 FSU)

Setup the POG according to how consumers shop the category:



POG size and mix depends on the store type.

COLUMN	1	2	3	4	5
1					
	17040	17041	17201	17006CLR	17032
2					
	17202	17206	17209UKN	17026CLR	17017CL
3					
	17003	17004	17007	17091CLR	BATH18
4					
	17067	17068	17304	17092CLR	17081B



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# CHIM POSM

Parasite unit



FSU



Gondola end-cap cladding



Clip strips



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