

USING PROMOTIONAL MATERIALS

Getting new customers into your store is a key to growing any retail business, and once they are inside, highlighting your product offer then becomes equally important. There are a number of ways Games Workshop can help you do this, and you can find a guide to the available physical materials on this Resource site (look for 'Trade PoS Range Catalogue').

WINDOW DISPLAYS

Window Displays are a great way of advertising your product offer and getting the attention of passers-by. The best displays are large and colourful to catch the eye, and our biggest boxed set products and PoS are ideal for this. You can obtain many of these as a Stockist by using your Marketing Support budget, and the specific PoS items available include a man-sized cardboard standee and large window banners. Smaller items, such as window vinyls branded with Warhammer and White Dwarf, can also be supplied.



PRODUCT OFFER

The racking we provide to our Stockist partners are great in merchandising and highlighting where Warhammer products can be found in your store. In addition to the various racking solutions for boxes, books and paints, we also offer a range of card dispensers designed to help specific product offers stand out to your customers. These currently include options such as: Black Library (for our novel range), Warhammer Underworlds, and the Middle-earth™ Strategy Battle Game. A must have for those looking to increase their customer base is the dispenser promoting our starter products; this dispenser focuses on the products best suited to those of your customers who want to try out Warhammer for the first time.

INTERIOR SIGNAGE

Whilst the racks provided are great for highlighting where Warhammer products can be found in your store, you can make this more effective by utilising more of the PoS we provide, which includes Header Cards and Banners to emphasise and dress sections.

ACTIVITY SPACE

Stockist Programme Marketing Support also allows you access to the materials you need to run activities in your store.

There are Organised Activity Packs providing a wealth of material, regularly, to support store activity and, in addition, there are the Introductory Packs and supporting Intro Paint models that allow you to run Intro and Demo activities.

Often overlooked, Intro activities (gaming and painting) can be some of the most important to a store's success, providing the opportunity to bring new customers into your store community and allowing you to demonstrate the Warhammer product offer you provide. The Packs provide an area where Intro Game and Paint activities can take place, and Intro Paint models and the materials for them (in addition to using your Marketing Support to secure the product content you'll use as raw materials). With the new range of beginner's video content available online via Warhammer TV on youtube (combined with the printed materials in the Packs) you can even run such activities without staff needing to be involved.

In addition to all this physical material, you can find digital assets for your Social Media use, and to print out, that helps you advertise your store, your product offer and activities from the Resource section of the Trade website.

