

# Promotional Display Effectiveness Checklist

## Display Location & Visibility

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Is the display in a high-traffic area?

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Is the product easily visible from multiple directions?

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Is the display free of obstructions?

Notes

## Brand Communication

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Is the brand/logo clearly presented?

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Is the promotional message easy to understand?

☐

Are key benefits/offers highlighted?

Notes

## Merchandise & Stock

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Is the display fully stocked?

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Is product arrangement neat and organized?

☐

Are prices/tags clearly shown?

Notes

## Cleanliness & Maintenance

☐

Is the display clean and tidy?

☐

Are all promotional materials in good condition?

☐

Are there any damaged/missing components?

Notes