

Promotional Display Effectiveness Checklist

Display Location & Visibility

Is the display in a high-traffic area?

Is the product easily visible from multiple directions?

Is the display free of obstructions?

Notes

Brand Communication

Is the brand/logo clearly presented?

Is the promotional message easy to understand?

Are key benefits/offers highlighted?

Notes

Merchandise & Stock

Is the display fully stocked?

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