

Hi! I am Pat and I work as a **Visual Merchandiser.** 

I ensure visual collaterals across online and offline stores are aligned with brand strategies, and ensure products displayed are attractive in-store and on the brand's website.





### Level of Impact

MEDIUM

#### **Time Horizon**

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Immediate

Mid-term

Long-term

### **Key Trends driving Impact**



Consumer of





Automation &



Future-proofed

### A Highly Impacted Retail Archetypes

**Fashion & Sporting Goods** 

**Department Stores** 

**Non-brand owners** 



### **DETAILED LOOK INTO IMPACT ON THE ROLE**

	Category of Impact	Types of impact to the role	
	Technology Implementation	Displacement by Technology	
		Augmented by Technology	
		Complemented by Technology	
	Job Reconfiguration	<b>Job Enlargement:</b> Role has to adapt traditional visual merchandising techniques to transport the brand's online footprint into the physical stores	
		<b>Job Enrichment:</b> Role has to understand consumer-related trends, preferences and traits, to design effective and targeted strategies across different customer segments	

### **Skills to Grow**

Visual Design and Communication Principles

Proficiency level 3

Visual Merchandising Presentation

Proficiency level 3

**Customer Behaviour Analysis**Proficiency level 3



### **New Skills Required**



**Brand Storytelling** 



User Interface and User Experience (UI/UX) Optimisation

While the skill level remains, the Visual Merchandiser will be increasingly expected to apply these skills in their role:

- **Visual Design and Communication Principles:** Review visual design and communication principles to assess creative solutions to design briefs of the multimedia products across online and offline platforms.
- Visual Merchandising Presentation: Develop visuals that are coherent and easily implemented across online and in-store sales channels
- Customer Behaviour Analysis: Develop visual merchandising collateral based on customer experience strategies and trends

<sup>\*</sup>Skills and proficiency levels are identified based on Skills Framework for Retail



## THE ROLE TODAY

The Visual Merchandiser manages shopper marketing activities and is responsible for the conceptualisation of the visual merchandising plans. He/she oversees the set-up of merchandise display by coaching in-store team, conceptualising eye-catching product displays, store layouts and designs to promote the store's product.

# THE ROLE TOMORROW



The Visual Merchandiser role will be extended across different retail platforms (e.g. online and offline), and is expected to play a critical role in shaping and coordinating merchandising activities from pop-up stores to the e-commerce landscape.

## Changes in critical work function

Critical Work Function	Key Drivers of Change	Implications on Tasks
Oversee Visual Merchandise Display and Plans	<ul> <li>Proliferation of digital tools that support creative visualisation:</li> <li>The greater availability of high quality video and audio content means that this form of media has become an integral part of the online visual merchandising strategy; this approach is used widely by retailers across sales platforms to promote their products and services.</li> <li>Product visuals have transitioned from conventional, printed in-store displays featured across longer durations, towards digital displays in-store and on online platforms containing visuals that are updated frequently.</li> <li>Rise in digital sales and social platforms:</li> <li>Customers are demanding a seamless transition between online and offline sales channels as part of the omni-channel approach. Visuals have to be easily replicated across online and offline platforms, featuring the various sales channels available for consumers to access the relevant channel easily. There is a need to balance consistency and ease of customisation for the requirements of specific channels.</li> </ul>	<ul> <li>The Visual Merchandiser will have to adapt traditional visual merchandising techniques to transport the brand's online footprint into the physical stores.</li> <li>The Visual Merchandiser will collaborate and communicate across offline and digital teams help ensure greater focus and consistency of visual merchandising activities as part of the omni-channel experience.</li> <li>The Visual Merchandisers needs to understand consumer-related trends, preferences and traits, to design effective and targeted strategies across different customer segments. There will be an increased focused on the use of AR/VR technology to complement visual merchandising efforts.</li> </ul>
	Increasing demand for experiential and immersive retail to deliver personalised products and experiences:  Pop-up displays are increasingly used as a tool to engage with customers and increase traffic in dynamic, personalised ways.  Augmented Reality (AR) /Virtual Reality (VR) applications are also playing a role to create unique and immersive experiences.  3D modelling and product simulation software are used to visualise products unavailable in photographs, displaying customised orders and requests.	

### A closer look at how tasks would be impacted:

Critical Work Function	Existing task	Envisioning the new tasks
Oversee Visual Merchandise Display and Plans	Plan and design visual merchandising displays  Evaluate effectiveness of visual merchandising plans	<ul> <li>Review data-driven customer insights to craft informed strategies and layouts across channels and targeted segments.</li> <li>Design visual merchandising approaches that are interactive and attractive on both offline and online platforms.</li> <li>Integrate content featured on in-store displays with content enabling customer interaction as displays become digital and interactive.</li> <li>Collaborate with e-commerce and operations team to contribute to the overall omni-channel visual experience.</li> <li>Evaluate the effectiveness of visual collaterals through real-time data analytics of customer interactions with digital displays found instores (e.g. eye-tracking, clicks), to identify gaps and opportunities for improvements.</li> </ul>
	Conduct research on visual merchandising and shopper trends	<ul> <li>Integrate findings from research on visual merchandising and shoppers trends with browsing behaviour data that is collected through centralised websites/mobile applications.</li> <li>Implement suggested digital tools and merchandising approaches that drive consumer engagement and conversion rates.</li> </ul>

### Upskilling of existing skills





- Customer Behaviour Analysis
- Visual Merchandising Presentation
- Visual Design and Communication **Principles**

### New skills for the role



- Brand Storytelling^
- User Interface and User Experience (UI/UX) Optimisation
- Collaboration\*
- Creative Thinking\*
- Digital Fluency\*

\*Critical Core Skills ^Skills not in any Skills Framework