Store Display

Flyer 605 Guide
November 2001

COOL LITTLE STORE
BIG GIFT
IDEAS

Sales Dates: 10/28 - 11/17

WRAP UP YOUR SHOPPING EARLY

Reviewed by District Manager
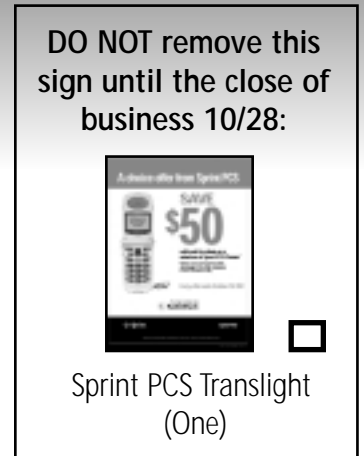
Signs to Remove *(Check Box When Removed)*
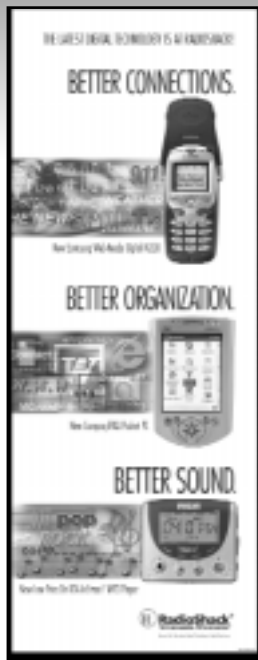
22″ x 56″ Cool Connections
A-Frame Sign (One) ☐

30″ x 38″ Wireless Offer Window
Banner (One)

Acrylic Canopy Signs
(All Catagory Signs) ☐

**DO NOT remove this
sign until the close of
business 10/28:**

Sprint PCS Translight
(One) ☐
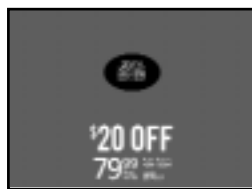
Speaker Mat Signs
(Two per sku) ☐

Battery Topper (One) ☐

BETTER ORGANIZATION

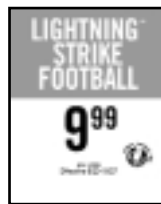BETTER SOUND

BETTER CONNECTIONS

5″ x 7″
Better.... Signs
(One Each) ☐

22″ x 28″ Chrome Floor
Stand Sign (One) ☐

PowerZone
Battery Card
Monitor Sign
(Two) ☐

Toy Tent Signs
(17) ☐

5″ x 7″ Mall Cube
Signs (Five) ☐

Lowest Price Ever on 2.4GHz Phones! ☐
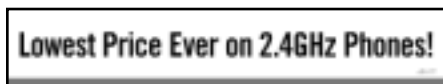
23″ x 5″ Sprint Floor Fixture
Sign (One)

Lowest Price Ever! Save $80
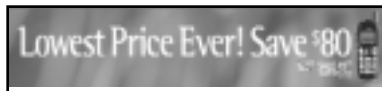
23″ x 5″ Sprint PCS Table Topper
(One) ☐

8 ½″ x 11″
Ultimate TV Easel
(One) ☐

Battery Spinner
Sign (One) ☐

23″ x 5″ DTH Endcap Sign
(One) ☐

27″ x 8″ Hands-Free Topper
(One) ☐

1 ½″ x 6″ MP3
Violators
(Ten) ☐

16 ½″ x 28″
Verizon
Wireless
[FREEUP] Sign
(Back of the
Floor Fixture)
(One)

12″ x 15″
Verizon
Wireless
[FREEUP]
Counter
Sign
(One)

12″ x 15″
Verizon
Wireless
[FREEUP]
Sign
(Left Side of
Floor
Fixture)
(One)

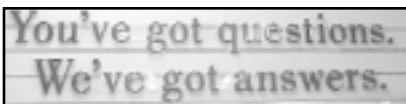16 ½″ x 28″
Verizon
Wireless
(Front of Floor
Fixture) Sign
(One)

12″ x 15″
Verizon
Wireless
(Right Side of
Floor Fixture)
Sign
(One)

33″ x 10″ Verizon Wireless
Map Sign
(One)

Value Deal Signs
(One each)

**Note: Replacement
Value Deal signs, order
from RSS Supply, not
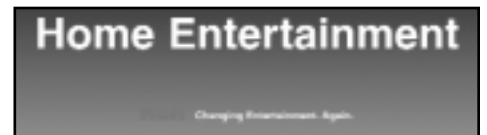Circulation
(SPT-439 & SGN-440)**

"You've got questions", and
"We've got answers."
Canopy Signs
(One Each)
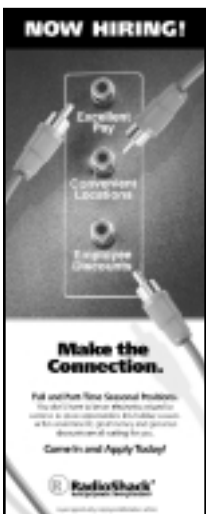
8 ½″ x 11″
Recruitment
Easel
(One)

3 ¾″ x 8″
V-Tech Sign
(One)

RCA Floor Fixture 25″x 7″
Sign
(One)

22″ x 56″
Recruitment Sign
(Back Door)
(One)

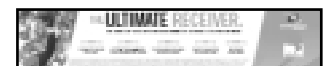22″ x 48″
Recruitment
Sign
(One)

5″ x 8″ Monitor
Violators
(Two)

23″x 5″ DTV Endcap Sign
(One)

13″ x 2″ Ultimate TV
Topper Sign
(One)

Signs in November

COOL LITTLE STORE BIG GIFT IDEAS

22" x 56" Cool Little Store/Big Gift Ideas A-Frame Sign (One)

WIRELESS ACCESSORIES MAKE COOL STOCKING STUFFERS

52" x 12" Wireless Accessories Canopy Sign (One) (Refer to Page 7)

CONNECT HERE WITH COOL STOCKING STUFFERS

52" x 12" Connecting Your Gifts Canopy Sign (One) (Refer to Page 7)

DISCOVER UNIQUE GIFTS YOU WON'T FIND ANYWHERE ELSE!

30" x 38" Discover Unique Gifts Window Banner (One)

2001 RC Specs
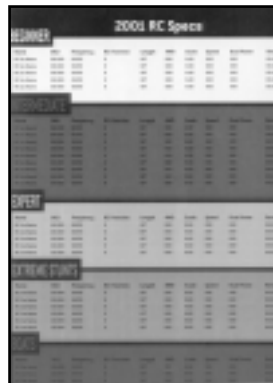
22" x 28" RC Reference Chart Chrome Floor Stand (Back) (One)

GIVE THE GIFT OF CONTROL

5" x 7" RCA Gift Of Control Tent Sign (One)

GREAT GIFT IDEAS UNDER $100

5" x 7" Mall Cube Signs (Five)

AS LOW AS $14 PER MONTH
Complete System
• Home Theater System
• DVD Player
• Satellite Dish System

30" x 38" "Home Entertainment Month" Window Banner (One)

THE COOL LITTLE STORE THAT'S BIG ON RC FUN!

22" x 28" RC Cars/RC Riot Extreme Chrome Floor Stand Sign (Front) (One)

40% OFF!
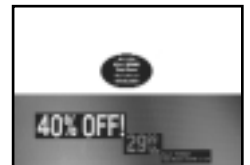
Speaker Mat Signs (Two per sku)

1 ½" x 5" MP3 Violators (Ten)

GIVE THE GIFT OF CONTROL

25" x 7" RCA Gift Of Control Floor Fixture Sign (One) (Refer to Page 9)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

Signs in November

A GREAT VERIZON WIRELESS PHONE OFFER MAKES A COOL GIFT

27" x 8" Handsfree
Accessory Endcap Topper
(One)
(Refer to Page 10)

FUN NOVELTY PHONES MAKE COOL GIFTS

COOL PHONES MAKE HOT GIFTS

14" x 7" Sprint Floor Fixture Topper
(Two)(Each Double-sided)
(Refer to Page 10)

6 MONTHS SHOWTIME FREE FREE INSTALLATION

23" x 5" DTH Endcap Sign
(One)
(Refer to Page 18)

COOL PHONE GIFT IDEAS

23" x 5" Sprint PCS Table
Topper
(One)
(Refer to Page 10)

DON'T FORGET THE ACCESSORIES

DON'T FORGET BATTERIES

6" x 11" "Tell" Counter
Signs (Two)

GIFTS FOR HIM

13" x 2" DTV Receiver
Topper
(One)
(Refer to Page 9)

BEST DEALS ON HOME ENTERTAINMENT $49⁹⁹

11" x 14" DTH
Easel
(One)
(Refer to Page 8)

BEST DEALS ON HOME ENTERTAINMENT $149⁹⁹

8 ½" x 11" DVD Easel
(One)
(Refer to Page 8)

MAKE SURE YOUR DVD PLAYER GAME CONNECTS $29⁹⁹

5" x 3" RF Modulator
Topper
(Two)
(Refer to Page 9)

$49⁹⁹

5" x 10" DTH
Violator
(One)

BEST DEALS ON HOME ENTERTAINMENT $299⁹⁹

8 ½" x 11" Home
Theater In-A-Box Easel
(One)
(Refer to Page 8)

MAKE SURE CONNECTS $29⁹⁹
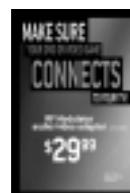
4" x 6" RF
Modulator Sign
(Two)
(Refer to Page 9)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

11" x 14"
RC Car
Reference
Chart (One
Easel)(Two
Laminated
Cards)

Battery Display Topper
(One)

13" x 2" RC Riot
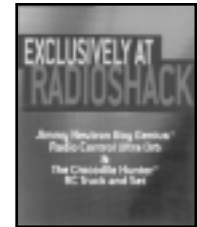Extreme Monitor
Topper
(One)
(Refer to Page 9)

Educational Laptop
Monitor Wraps
(Five)

$49⁹⁹

8 ½" x 14" RC Car
Battery Easel
(One)
(Refer to Page 8)

6" x 7"
Metamorph Light
Tent Sign (One)

8 ½" x 11"
"Exclusively At
RadioShack"
Easel Sign
(Two)
(Refer to Page 12)

RC Car
Antenna Flags
(62)

8 ½" x 11" Jimmy
Neutron Easel
(One)

$39⁹⁹

11"x 8 ½" Toy
Canopy Signs
(Eight)
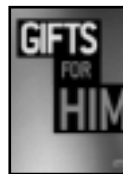(Refer to Page 7)

$49⁹⁹

5" x 7" Robot
Tent Sign (One)

Keyboard & Karaoke
Violators
(12)

3 " x 4" Toy
Tents (Non-
RC Car
Products)
(28)

$39⁹⁹

3" x 4" Gifts
for ... Signs
(40)
(Refer to Page 7)

3" x 2" Gifts for
... Violators
(40)
(Refer to Page 7)

22" x 28" Hands-free
Translight
(One)
(Refer to Page 10)

22" x 28" V-Tech
Translight
(One)
(Refer to Page 10)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

Place the 52″ x 12″ "Connecting Your Gift" Canopy Sign on the canopy location above your video gold cables section.

Place the four sku specific 11″ x 8 ½″ Toy Canopy Signs with their specific product that are located above the canopy. The four generic 11″ x 8 ½″ Toy Canopy Signs can be placed on a canopy location under other RC Cars that are displayed above your canopy.

Place the 52″ x 12″ Wireless Accessory Canopy Sign on the canopy location above your Wireless Accessory section.

The AAA Way:
Answer
Accessorize
Attach

Place the 3″ x 2″ Gifts For... Violators behind fact tags of products that can be associated: Gifts for Him, Gifts for Her, etc.

Place the 3″ x 4″ Gifts For... Tent Signs next to products that can be associated: Gifts for Him, Gifts for Her, etc.
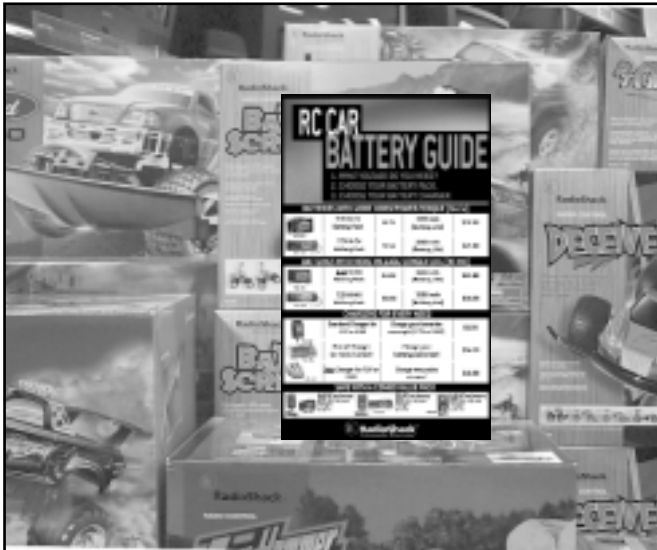
Sign Placement

Place the 8 ½" x 11" DVD Easel on top of your DVD player floor stack.

Place the 11" x 17" DTV Easel on top of your DTV player floor stack.

Place the 8 ½" x 14" RC Car Battery Easel on top of a RC car floor stack.

Place the 8 ½" x 11" Home Theater In-A-Box Easel on top of your Home Theater In-A-Box floor stack.

"4 Principles Of Store Readiness":

1- All Merchandise On Display!

2- Every Item Priced!

3- Each Product Functional!

4- Entire Store Neat, Clean And Spaced!

Sign Placement

Place the 25″ x 7″ "Gift Of Control" floor fixture sign on the RCA floor fixture location above the universal remotes.

Place the DTV Topper on top of the DTV receiver on display.

Place the 13″ x 2″ RC Riot Extreme Monitor Topper on top of the display monitor on the Microsoft Internet Center.

Place the RF Modulator Topper Sign on top of the unboxed RF Modulator on display.

Place the 4″ x 6″ RF Modulator Tent Sign next to the RF Modulator display on the RCA floor fixture endcap.

The AAA Way:
Answer
Accessorize
Attach

Sign Placement

The AAA Way:
Answer
Accessorize
Attach

DETAIL
4 DOUBLE DIGIT 2001
SALES

Place the 22″ x 28″ V-Tech Translight in the center position and the 22″ x 28″ Handsfree Translight in the right side position of your Sprint Store translight location. **Dispose of your old translights.**

Place the 23″ x 5″ Sprint PCS Table Topper Sign on top of the Sprint PCS table translights.

Place the gifts themed 14″ x 7″ Sprint Floor Fixture Sign on top of the promotional floor fixture.
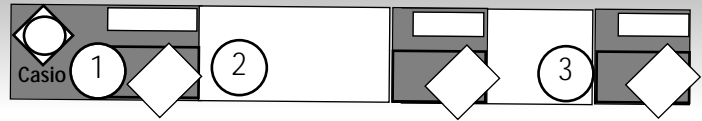

Place the 27″ x 8″ Handsfree Accessory Endcap Sign on top of the Verizon Wireless Store-Within-A-Store accessory endcap, located towards the front of your counter.

Place the Fun Novelty Phones 14″ x 7″ Sprint Floor Fixture Sign on top of the second floor fixture.

"Tell" Counters

Casio 1 2 3

Front Customer Side Of Counter

Display the counter items pictured below in one of the three product positions shown in the diagram above. Be sure to leave enough room on the counter to conduct business transactions.

Merchandise "brick" packs of batteries on the counter next to the battery themed "Tell" Counter Sign.

"4 Principles Of Store Readiness":
1- All Merchandise On Display!
2- Every Item Priced!
3- Each Product Functional!
4- Entire Store Neat, Clean And
    Spaced!

Sprint Prepaid Card Packs can be displayed in a third counter location if space permits.

Display the tire gauge box on the counter next to the accessory themed "Tell" Counter Sign.

Mall Cubes

Great Gift Ideas Under $.......

Note: The items shown here are examples of merchandising ideas for the mall cube. Items, such as wireless phone sku's, will vary from store to store.
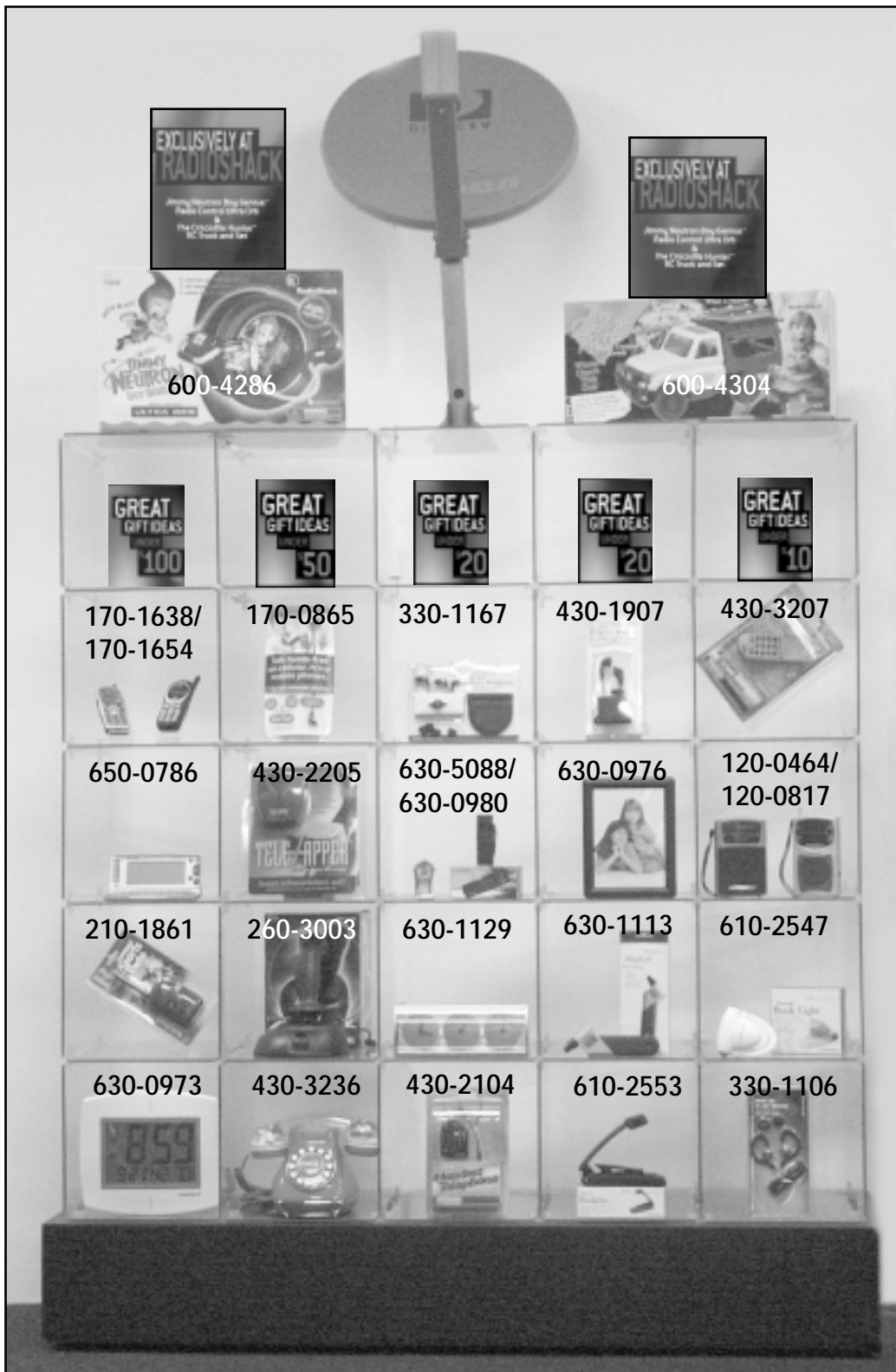
The Mall Cubes should catch the attention of customers walking past your store.

If you made one additional sale of each product shown in the Mall Cubes, your store would generate an additional $1,529.78 in sales.
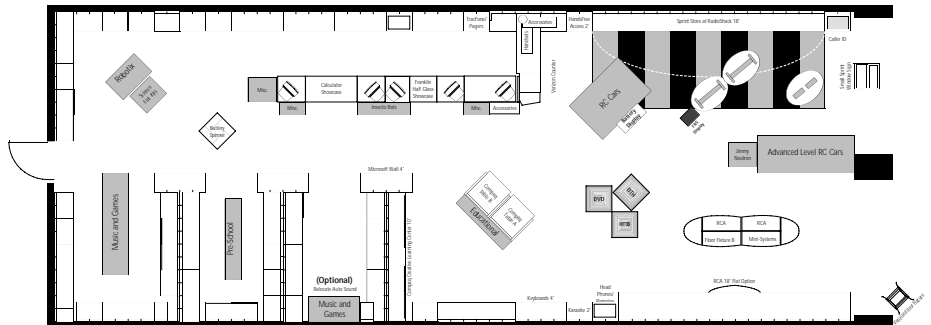
Connecting Things
Toy Drop Stage 3
Mall Stores

"4 Principles Of Store Readiness":
1- All Merchandise On Display!
2- Every Item Priced!
3- Each Product Functional!
4- Entire Store Neat, Clean And
 Spaced!

Small

Medium

The AAA Way:
Answer
Accessorize
Attach

Large

Connecting Things
Toy Drop Stage 3
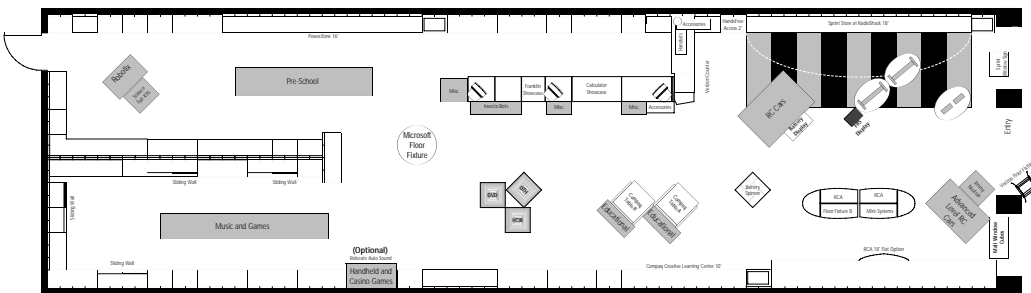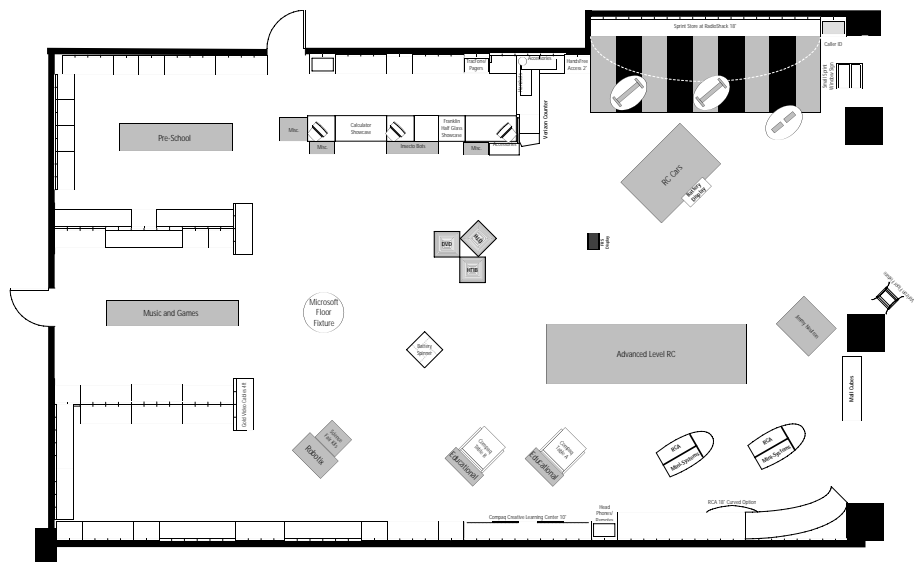## Strip Stores

Small

Medium

Large

"4 Principles Of Store Readiness":
1- All Merchandise On Display!
2- Every Item Priced!
3- Each Product Functional!
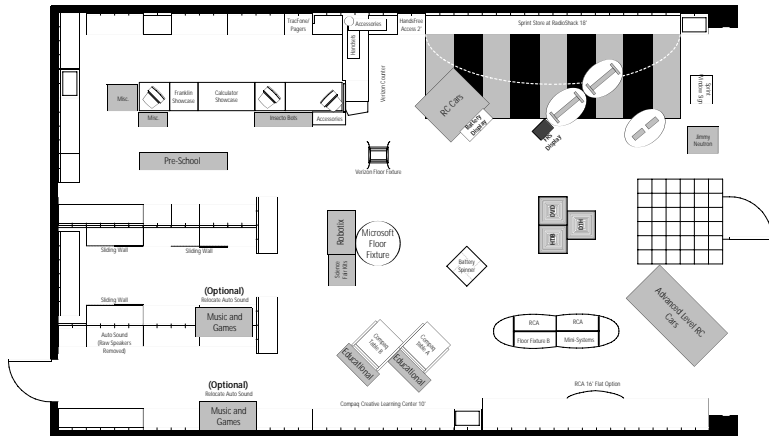**4-** Entire Store Neat, Clean And Spaced!
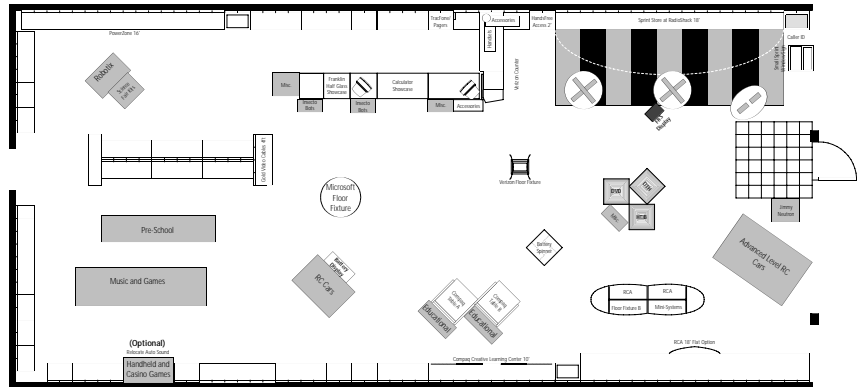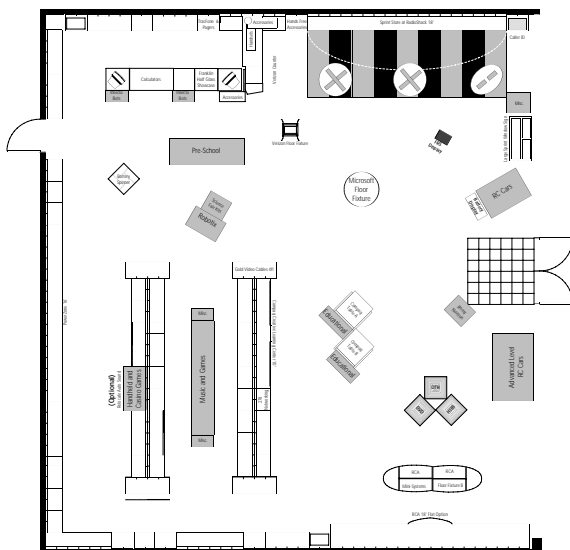
The AAA Way:
Answer
Accessorize
Attach

Connecting Things
Toy Maintenance

Before

After

You will need to keep your toy floor stacks neatly organized and fully stocked after items have been sold from the stack.

Keep battery packs charged behind the counter so it is easy to demo any RC car instantly.

Make sure that all of your demo toys have fresh batteries.

Connecting People

Sprint

Sprint Floor Fixture

Oval Fixture

Merchandise the V-Tech cordless phones on the base shelf with the product out of the box on top of the stack of product boxes.
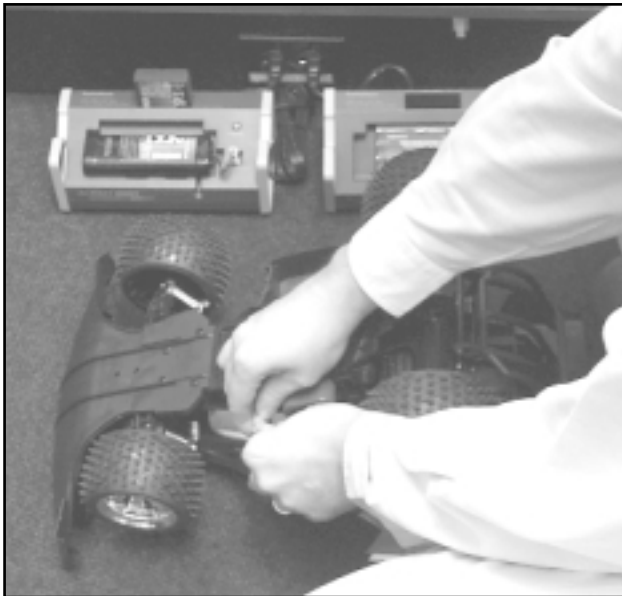
430-2205 TeleZapper
430-3524 V-Tech 2.4 GHz Phone
430-3525 V-Tech 2.4 GHz Phone
430-1107 900 MHz Phone
430-1108 900 MHz Phone

The items shown here are for example only. Use available on-hand stock to create an effective display that is full, clean, neat, and spaced.

FRS Floor Fixture Display

Make sure to keep your FRS Floor Display fully stocked when you sell merchandise.

This includes the batteries displayed on top of the fixture.

It is also important to keep your FRS Floor Display properly priced.

Note: If you do not have enough FRS radios in stock you may use VHS tapes to help properly front the merchandise in your display as pictured below.

Connecting People
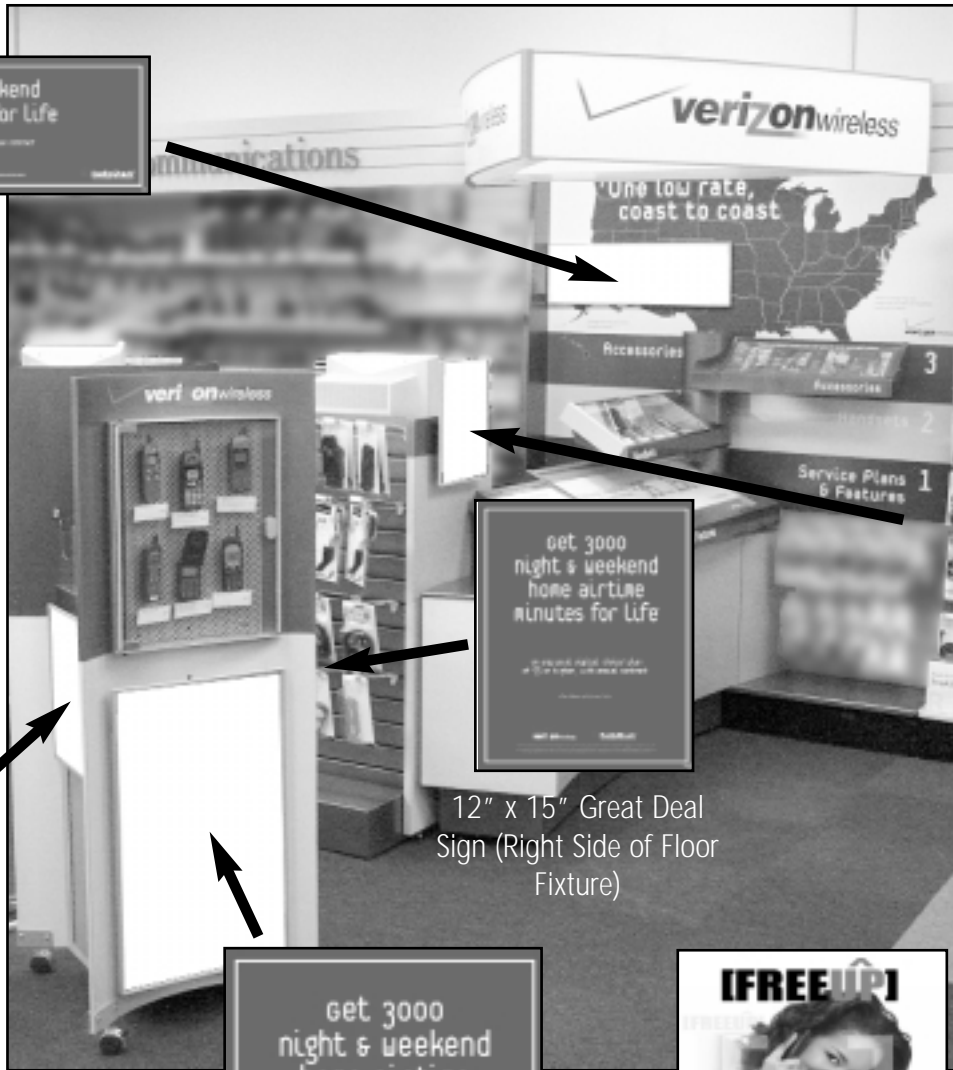
verizonwireless

33″ x 10″ Great Deal
Map Sign

12″ x 15″
Verizon
Wireless
[FREEUP]
Counter Sign

12″ x 15″ Verizon
Wireless [FREEUP]
Sign
(Left Side of Floor
Fixture)

12″ x 15″ Great Deal
Sign (Right Side of Floor
Fixture)
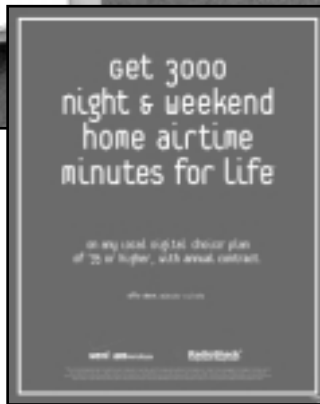
16 ½″ x 28″ Great Deal Sign
(Front of Floor Fixture)

16 ½″ x 28″ Verizon
Wireless [FREEUP] Sign (Back
of the Floor Fixture)

Connecting Places

RCA

Home Entertainment Month

RCA Accessory Endcap

RCA DirecTV Endcap

Top Shelf
150-2101 RCA 4 in 1 Remote
440-0561 RCA 3 Pack Video Tape

Suggested Accessories

150-1593	150-1596
150-1592	150-1595
150-1591	150-1594
150-5069	150-1581
150-1578	150-1575
150-1577	150-1574
150-1576	150-1573
150-1580	150-1510

150-1244 RF Modulator

RF Modulator Store Locations

RCA Accessory
Endcap with
4″ x 6″ Tent Sign.

Compaq section near
gaming accessories with
4″ x 6″ Tent Sign.

RCA Floor Fixture
with 5″ x 3″ Topper
Sign.

RCA Home
Entertainment Center
on the wall with
5″ x 3″ Topper Sign.

Note: Look for the
RF Modulator
hook-up
instructions on
FaxBack document
number **66074**.

Connecting Places

COMPAQ

The AAA Way:
Answer
Accessorize
Attach

Compaq Refresh
Setup Date: 10/24

msn ™

MSN Refresh
Setup Date: Now

msn xp

MSN XP Refresh
Setup Date: Now

Home Networking

Note: Look for price changes on the following products:

420-8016 Compaq IPAQ PA-1	$219.99
420-8004 LYRA-II	$149.99
420-8025 IoMEGA Hip Zip	$129.99
420-8019 RCA K@Zoo	$ 99.99

Use your Tag Wizard Version 4.3 to create new Fact Tags.

Home Networking
POP Setup Date:
Now

Planogram Updates

Continue to look for planogram updates on the back page of future Store Display Guides. For the Faxback numbers on all planograms call 1-800-323-6586 and request the Master Index List #41528.

51117	Compaq 10′ wth Networking Accessories (Rev. 9/11/01)
51118	Compaq 10′ (Rev. 9/11/01)
59784	Microsoft Internet Center (Rev. 9/11/01)
65999	Microsoft Internet Center with HHPC and MP3 (Rev. 9/17/01)
66000	Microsoft Internet Center with MP3 (Rev. 9/17/01)
62385	Cool Things 4′ (Rev. 10/15/01)
64299	Tape Recorders/Meters/LCD TV's Wall 2′ (Rev. 10/04/01)
46356	Plug-N-Power/Security (Rev. 9/25/01)
41662	64 Series Solder 2′ (Rev. 9/12/01)
41663	64 Series Tools 4′ (Rev. 9/12/01)
66001	4′ CB Antennas (Rev. 10/03/01)
64388	Networking Cables 2′ (Rev. 9/11/01)
65800	Networking Cables 4′ (Rev. 9/11/01)
46360	PowerZone 16′ Option (Rev. 9/12/01)
41682	PowerZone Gondola Option (Rev. 9/12/01)
51363	Raw Speakers & Grills Gondola Option (10/15/01)
41650	Raw Speakers Wall Option 4′ (Rev. 10/15/01)
41683	Tape Gondola (Rev. 9/11/01)
58105	Tape & A/V Accessories 4′ Wall Option (Rev. 9/11/01)

Note: Look for the new Store Display Merchandising Support CD Volume #8 with a new version of Tag Wizard (Version 4.3), Battery Reference and MSN RAC software, in a separate all-store mailing.

As always, when you have merchandising questions or comments,
contact RadioShack Store Display :
817-415-0583
-or-
model.store@radioshack.com