



## Striking the Balance

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Speaking at the HBA Show on September 30, Bill Ecker, Diam International CEO and Mike Indursky, Maybelline VP Marketing, discussed "Striking the Balance" of consumer, retailer and marketer needs in order to make point of purchase work.

"Life is a series of trade-offs", was Ecker's opening line, as he discussed how effective P.O.P. balances the need for consumers to easily make an informed purchase with the retailer's need for low operational cost and retail branding with the brand's need to communicate their competitive advantage. Ecker explored how these forces pull in different directions, but in the end, strategic and innovative solutions must allow each group to win. A case study illustrated a display's evolution from a retailer-driven solution to a retailer/marketer solution to a merchandiser that effectively satisfies all three needs.

Indursky focused on striking the balance in the cosmetics arena. "The challenge is to create an environment of beauty in a non-beauty environment while differentiating brands," Indursky summarized as the marketer's challenge. Simplified category management in this highly proliferated category is a key retailer goal while beauty imagery is what resonates with the consumer shopping experience. Indursky offered two solutions, each of which balances these conflicting needs.

Both industry leaders concur that a process of trade-offs is necessary for a display to win at point of purchase. Only when the needs of each group converge does the merchandiser become truly effective. A white paper on the subject is available on the Diam International website at [www.diam-int.com](http://www.diam-int.com)

### **About Diam International**

Diam International is the leading retail merchandising solutions provider in the world. It is unique as a vertically integrated, single source supplier with a global scope and an unparalleled range of services, including strategic analysis, opportunity identification, creative design, engineering, manufacturing, distribution, logistics, installation, maintenance and program analysis. Diam International is located at 26-45 BQE West in Woodside, New York and can be reached at 718-278-4300 or [contact@ny.diam-int.com](mailto:contact@ny.diam-int.com). Additional information is available on its website [www.diam-int.com](http://www.diam-int.com).