

# Brand Refresh

POS Implementation Guide  
October 2022



# Planning Your New Look Store & Setup

## Welcome to your refreshed The Works brand!

We are on a journey of revolutionising our brand and the first major milestone will happen on 17<sup>th</sup> October when we update all of our POS as well as refreshing our website.

Our brand is not just a logo. We have developed a new look and feel that anchors back to our redefined purpose of inspiring Reading, Learning, Creativity and Play. We have a refreshed colour palette and with that, we have moved away from the colour zones in store. We are using photography that inspires and we have a fun tone of voice, and most importantly we will have consistency in our promotional designs,

We hope you'll agree that the new look and feel looks fantastic and will really transform our stores. It's over a year in the making, built on research and feedback from our colleagues and customers. We have also tried and tested the new POS in a live store and the response from customers was overwhelming.

## New POS Delivery Information:

- You will be receiving several packs as part of your new look and Christmas delivery, and it's important that you know the number of packs your store is due to receive, so please ensure you read all communications carefully and follow the instructions.
- All packs should be delivered to you by Friday 14<sup>th</sup> Oct, if you do not receive all your packs by 2pm on this date **please email [Lisa.Linden@smpgroup.co.uk](mailto:Lisa.Linden@smpgroup.co.uk)** with missing pack details.

There are 3 key parts to the new POS you will receive in your pack:

**Generic 'Everyday' POS** - this includes everything that will be in use throughout the year.

**Christmas POS** – this year's Christmas POS will work alongside your generic everyday POS and we have included lots of theatre to make your stores feel festive.

**Promotional POS** – promotion requirements for launch on 17<sup>th</sup> October. Updates will continue to be sent through the Daily Comms prior to any promotional changes as normal.

## POS Implementation

Use this guide to ensure you are fully planned and ready for the big launch and understand the full requirements before you start implementing any signage. All stores need to launch the POS on Monday 17<sup>th</sup> October so please plan this workload on Sunday 16<sup>th</sup> October.

## What is not changing?

- Menu boards (both in the window and any internal ones you have around staircases and other areas of your store).
- All outside fascia signage will stay in its current format unless agreed as part of a refit.
- Any other permanent directional signage that is fixed in place in your store.

## What is still to come?

- Book FSDU—this is currently under review.
- Uniform—this is in development and will be launching next year.
- Bespoke POS—We are aware that there are some stores that will have bespoke signage in other areas of their store and we will be looking to capture this information in due course.





# Navigational Headers (Everyday)

All bays will be implemented with your new 'Everyday' headers with the exception of any Christmas bays, 3 for £6 and 10 for £10 bays, which will form part of the Christmas overlay. As part of our strategy we have 4 key categories, which are Arts & Craft, Stationery, Toys & Games and Books. Some categories have been broken down into sub-categories:

- Arts & Crafts = Arts & Crafts, Kids Arts & Craft
- Books = Kids Books, Fiction, Non-Fiction
- For every category there will be a main navigation header, a filler 1, a filler 2 and a category 'W' end header (e.g. below). Please make sure your squiggles are the right way up (see below).

Main navigation header



Filler 1 header (blue/green)



Filler 2 header (green/yellow)



Category end 'W' header



## Rules:

- Always start a category with a main navigation header, followed by filler 1 header first, then alternate with filler 2 header, and always end a category with the 'W' header.
- For larger stores with 6 bays or more in any one category, no more than 4 fillers should be used consecutively. Below is a guide showing how category bays should run where possible, but there will be exceptions in some stores due to corners, bays separated category bays etc.

	Bay 1	Bay 2	Bay 3	Bay 4	Bay 5	Bay 6	Bay 7	Bay 8	Bay 9	Bay 10	Bay 11	Bay 12	Bay 13	Bay 14
3 bays	Main	Filler 1	W											
4 bays	Main	Filler 1	Filler 2	W										
5 bays	Main	Filler 1	Filler 2	Filler 1	W									
6 bays	Main	Filler 1	Filler 2	Filler 1	Filler 2	W								
7 bays	Main	Filler 1	Filler 2	Main	Filler 1	Filler 2	W							
8 bays	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	W						
9 bays	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	W					
10 bays	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	Filler 2	W				
11 bays	Main	Filler 1	Filler 2	Filler 1	Filler 2	Main	Filler 1	Filler 2	Filler 1	Filler 2	W			
12 bays	Main	Filler 1	Filler 2	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	W		
13 bays	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	W	
14 bays	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	Main	Filler 1	Filler 2	Filler 1	Filler 2	W

- If a store has less than 3 bays for any one category, a 'W' should not be used at the end of the category.
- If your category runs around a corner, please continue around the corner applying the same above rules where possible. However, you no longer need to cut POS up and attach to corner pillars though.
- Below is an example of how your sub-category headers fall within you main category section.



- Whether you are using magnetic tape or Velcro to attach your headers, you should use enough to ensure your header will lie flat and not go wavy. If your store is using Velcro on wooden slats and this is not strong enough you can order slatline clips via Nimbus Consumable Ordering Page on Nimbus (Store Menu 2 - Consumable Ordering).
- Do not cut section headers. Corners pillars will not need to be covered with filler headers.
- **With the new deeper sized headers, please note that these may protrude above the top of the fixture, which is acceptable, however, please check this prior to fixing your magnetic strip.**

# Sub-Category Navigation- Kids Books Headers & Balloon Stand (Everyday)

## Sub-Category Navigation—Kids Book Headers:

In order to make the customer shopping mission easier in the kids book category, we have introduced age range sub-categorisation headers.

### How to display:

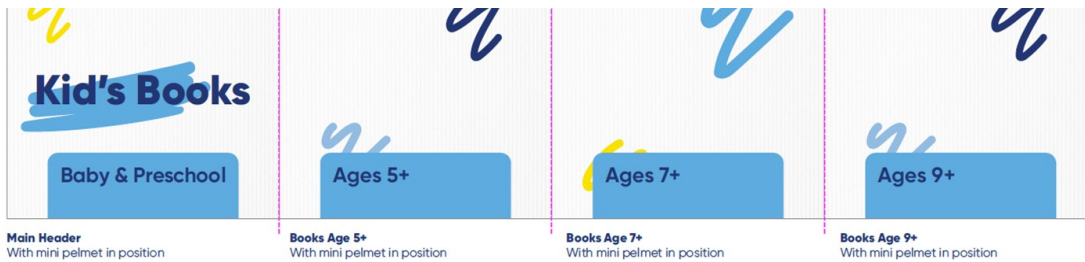
- Your sub-category navigation headers will sit against your Kids Book headers, positioning the relevant age group on the header above each bay (see example below).
- You should use the Velcro provided in your kit, adding a tab to each corner, (please keep any spare Velcro tabs)
- Headers should be positioned centrally at the bottom of the main header.
- These headers will not be used on your 3 for £6 / 10 for £10 bay headers

**Baby & Preschool**

**Ages 5+**

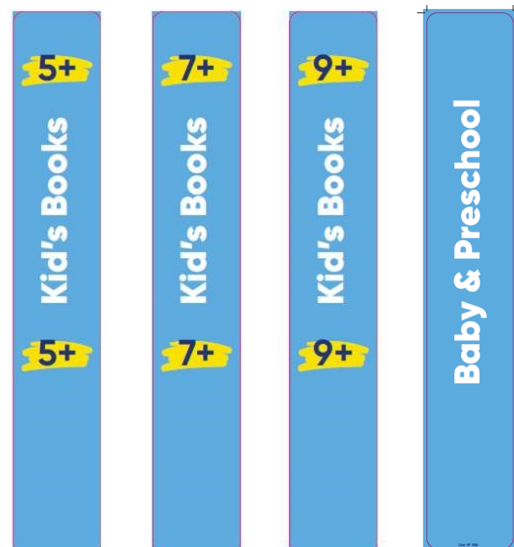
**Ages 7+**

**Ages 9+**



### Fins

- You will also be provided with age category fins, which should be attached either side of the relevant age category bays, so if you have 2 bays of any age, you will have just the 2 fins either end of that section. Please use the clips that you have been provided with.



# Behind The Till & Service Messages

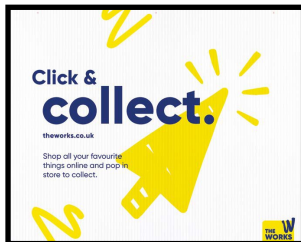
## Behind the Till Sign:

- All stores will receive a brand new behind the till graphic, that will replace all existing versions.
- Any previous versions (including any from previous years / Christmas) can now be disposed of and recycled.
- The new signage size has been supplied based upon your survey results that were completed earlier in the year.
- Most signs will arrive in multiple parts and will need to be attached using the same method as your previous signage). Please ensure that it is put up in the correct order, with 'Please Pay here' at the start, the 'W' in the middle and 'Click & Collect' at the end (NB. 1500mm signs do not have a 'W')
- If your store cannot accommodate the sign for any reason please email [becky.joyce@theworks.co.uk](mailto:becky.joyce@theworks.co.uk)



## Backing Posters:

- Your service backing posters should replace all your existing versions, and be placed back to back on the reverse of your window promo posters where possible.



## Barker Cards—Service Messages

- These should be alternated on every other bay throughout your store, except 3 for £6, 10 for £10 and promo bays.



## Loyalty Leaflet

- You will receive a new Loyalty leaflet, which gives customers guidance and support on how to register their Loyalty card, and should be given out to all new Loyalty customers (look out for the separate communication about this).



## A4 Strut Card

- To be positioned at your till in a prominent position.



# Balloon Stand, Sticker Stand & Baskets

## Balloon Stand

- All stores that stock helium balloons will also receive replacement signs for the 2 for £10 offer for the top of their stand. Please note this is not in a Christmas



## Sticker Stand

- Your sticker stand sign should be attached to the top of your sticker stand.

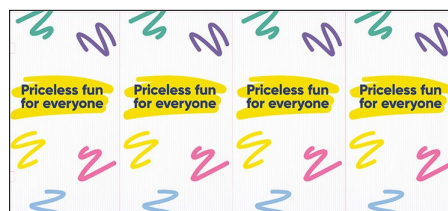


## Book of the Week Baskets:

- You will receive a brand new book of the week basket wrap
- Don't forget to check the weekly update on Book of the Week, which starts each Monday, using the correct templates provided (available on Nimbus).

## Everyday Basket Wrap:

- All stores will receive brand new basket wraps replacing the current version, which can now be disposed of (please note there are no Christmas basket wraps).
- Price points for basket wraps and toppers are no longer required. All stock must be priced individually whilst following the most recent basket merchandising update.





# Navigational Headers (Christmas)

## Christmas Headers:



There are just the 3 Christmas category headers to be implemented.

- **Christmas Craft**—Christmas Craft should only go above the Christmas craft bays. All other art and craft sections will have the 'everyday' POS headers.
- **Christmas Calendars & Diaries**
- **Christmas Must-haves** (this includes wrap, accessories and cards if not on a table).
- **Important:** *If your store has more than one bay in any of these categories, please use just the one main category header, followed by fillers for any remaining (see example below for 3 bays of Christmas Craft)*



## Christmas Stripping:

- Your Christmas stripping is generic, for ease, and can be used on all bay shelves and tables (excluding 3 for £6, 10 for £10 and promotional bays). (This includes bays without Christmas headers)



## Till Area:

- You will receive Christmas till strips which should be used on every shelf on your till area.



## Pocket Money Stand:

- Christmas pocket money strips have been provided for the relevant stores.



# Adult 3 for £6 & Kids 10 for £10 Deal Bays (Christmas)

For Christmas, to help highlight our lead book offers, we have created POS to frame these bays.

## Fins:

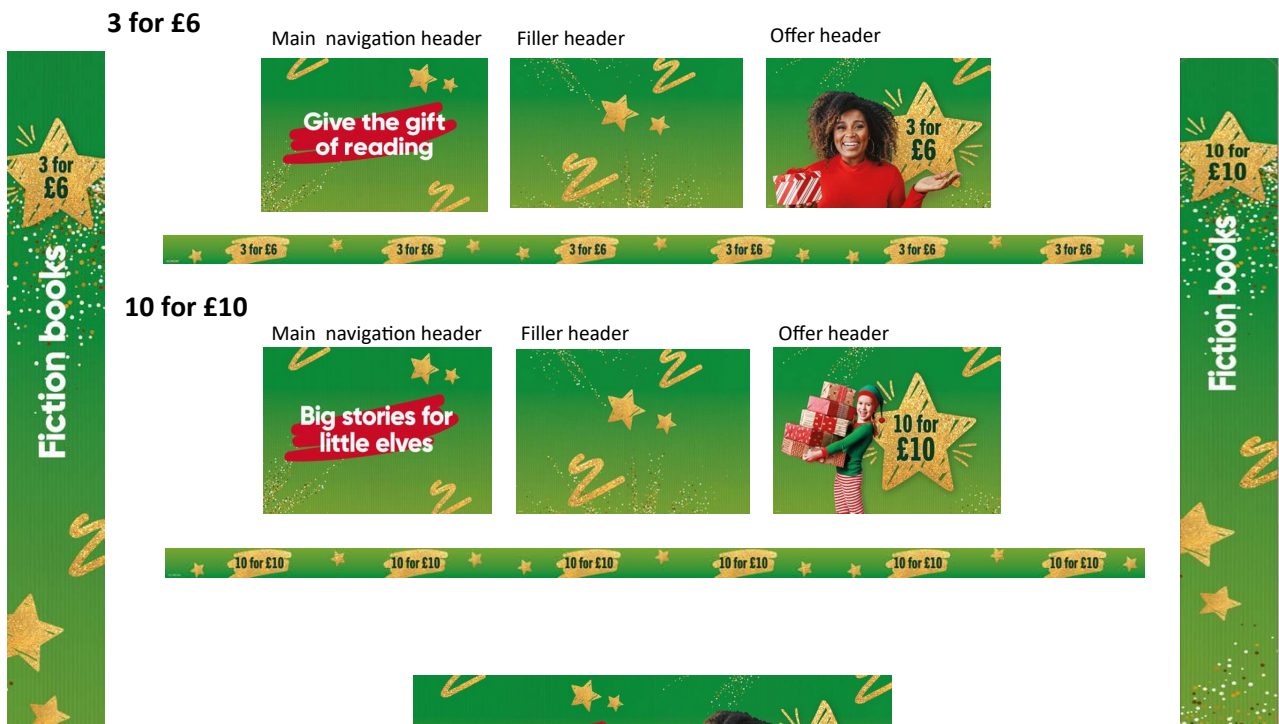
- These will be used at either end of the section, and should be attached using the clips supplied and hook directly on to your shelf edge strip.

## Headers:

- If your store has just 2 bays for either of these offers, your headers should be set up with the main message header first, followed by the offer header (see sequence below)
- Stores with 3 or more bays should use the filler headers for the bays in between (as per below)

## Shelf Strip:

- These should be used on all bays within this section. These should be uniformed across each bay, ensuring the offer prices are in line on each shelf.





# Navigational Tables Signs & Templates (Christmas)

## Table Signs:

All category tables will have Christmas themed headers, with promotional tables having separate headers.



- This is the complete collection of table headers which will be used across your store. There should be no core or 'everyday' signage in use on your tables. Christmas tables signs should be positioned on the relevant tables, and any spare should be kept safely.

## Templates:

Templates will be provided for any emergency/last minute price/message changes. Templates should not be used unless requested to do so (everyday versions will be supplied at a later date)



# Hanging Signage (Christmas)

## Large Hanging Sign:

- The large hanging sign should be used at the front of your store, hanging centrally in between your 2 front tables, or within this area. Please ensure this hanging sign is secured in place using your standard hanging wires/hooks as normal. As this is a large sign, please ensure all holes are used to support this sign and to prevent any bending.



## Bauble and Star Hanging Signs:

- These should be hung throughout your store.
- Please make sure your hanging signs are hanging straight.
- Normal hanging wires/hooks should be used. If you require additional wires/hooks they can be ordered on your Consumable Ordering Page on Nimbus (Store Menu 2 - Consumable Ordering).
- Please alternate your 2 signs, so they are not hanging in one line.



# Additional Christmas POS

## Gift Card Stand:

- There is a gift card sign to be used in your gift card stand. Please ensure that this is displayed prominently, and don't forget to ensure that you are displaying any Christmas Gift Cards from previous years which may have been stored in your stock room. If you do not have specific Christmas Gift Cards then any other designs currently available can be used.
- Remember gift cards should also be placed on clip strips on every third bay around your store.

## Opening Hours:

- Please complete your Christmas opening hours sign by hand, this should not be put through the printer. This should replace your everyday version, and be displayed in a prominent space on your window. An additional 'Christmas Week' opening hours sign will be provided in the next Phase.



## Pen Bar

- Your pen bar stand will be updated with a Christmas message, with strips to fit. The strips will be the same as the generic Christmas strips around the store





# Christmas Promotions

## Window Posters:

- This year our windows are focused around our 2 main offers of 2 for £12/3 for £15 and 2 for £20. As both of these offers will be running for the duration of the Christmas period we have created 2 designs to keep the windows looking refreshed. It's important that you have the right poster in the window at the right time, so please ensure you follow any window instructions carefully (see page 12).

Version 1



Version 2



Version 1



Version 2



## Internally:

- You will receive a full suite of POS to support both promotions, and this will include section headers for the 2 for £12/3 for £15. Please ensure your headers are used in the correct order. If you only have 2 bays then you should use just the message bay followed by the offer bay. If you have more than 2 bays, then the filler bays should be used in between.

Message Bay



Filler Bay



Offer Bay



## Generic Windows Posters

- We have created a set of generic Christmas window posters to highlight all our main categories for stores with more than 2 windows, so there will be less window changes, and these will also have window skirts to support.



# Christmas Window Launch

## Monday 17th October

### Window Launch:

- For launch, we will be concentrating on window 2, as Windows 1 and 3 (for stores with 3 windows) will remain the same until the end of the Halloween promotion.

### Window Priority 2 change:

#### Windows

- As previously mentioned there are two different window posters for the 2 for £12/3 for £15 promotion, however we will be launching with the 'Give more this Christmas' poster shown here on the right. (without the girl)
- You must keep the alternative design 'Twice as nice gifts' safe as this will be required at a later date



### Internally:

- You will need to replace all your existing 2 for £12/3 for £15 signage with the new Christmas version, including table signs, section headers, and table and cake skirts etc., following the header instructions on page 12. Please also ensure you are using the correct skirt on your table and in the window.

### Window Priority Order:

- Below is the order in which your windows should flow for the launch:

Priority 1 - Halloween 'Boo'



Priority 2 - 2 for £12 / 3 for £15



Priority 3 - Halloween 'Craft'



Priority 4 - Art & Craft



Priority 5 - Books & Box Sets



Priority 6 - Stationery



# Theatre (Christmas)

## Theatre:

- This year we have focused on adding some theatre for your stores, which will add a festive feel throughout your stores and windows.

## Shelf Wobblers:

- You will receive shelf wobblers to position around all bay shelving, to be placed roughly every 3 bays at varying heights, including Christmas bays. These should not be added to the to your 3 for £6, 10 for £10 or promotional bays.



## Wobblers on section headers:

- These are new, and create a great effect around your store bringing your section headers to life. These are similar to a shelf wobbler, but larger, and have a sticky tab at the end to attach to the top of your metal header panels, or even better, you can slide the tab down the back of your section header, if your headers are attached with magnet strips. The effect required is that the wobbler hangs over the top of the section header, but doesn't lie flat against it. (DO NOT STICK THESE TO YOUR HEADERS).
- There is a selection of wobblers to be used, and these should be positioned around your store on 'filler' headers only, including Christmas bays, but excludes any main category headers, 'W' headers, the 3 for £6 and 10 for £10 bays, plus promotional bays.

Wobblers on section headers—new for Christmas



## Window Trees, Presents, Mini Standees & Baubles decal:

You will also be provided with a 2D tree, presents (both self-assembly) and a bauble decal for your first 2 windows. Your tree and parcels should be positioned at either end of your window display where pos-





## FAQs

- **Our store has box corners which we normally add filler headers to, are we able to do this with the refresh?**

*We will no longer be adding POS to any other area of the store, unless specified within this pack. Therefore headers do not need to be cut down.*

- **Our FSDUs need replacing, are we getting new ones?**

*FSDUs are being reviewed next year, so it is important that you keep the one you have so we can continue to use this for regular promotions.*

- **I have missing/damaged signage that I need, can I order more?**

*If you are missing any packs or signage that you were meant to receive, please follow the instructions sent out to you in the Daily Comms.*

*If you are short on various aspects of POS to complete your setup, in the first instance it is important to utilise what you have available, then check with your ASM if there is any spare on your area. There will be an opportunity to request additional POS, however due to the scale of the re-fresh this will be in stages. Further details on this will be sent once the setup has been completed.*

- **We have a bespoke sign in our store that needs to be updated with the new core refresh. What do we do about this?**

*We are aware that some stores will have some bespoke signage that will need to be updated in due course, so these will be addressed separately once we have our new look and feel in place.*

- **Can we decorate our store with Christmas decorations.**

*As part of our Christmas overlay, we have supplied stores with lots more theatre this year to implement around their store, so to keep consistency throughout the business we would ask stores to refrain from adding any other Christmas decorations to their store.*

### **Contacts:**

- Lisa.linden@smpgroup.co.uk—for any missing/damaged packs or signage.
- Becky.joyce@theworks.co.uk—for any other issues