



Sweet temptation

Gemma Emslie delves into the delectable world of chocolate.



chocolates. 'We work with many clients to look at their touch points to help them begin a dialogue with their customers and to communicate their brand messages,' says Anderson. 'We use a variety of media, including ticketing, point of sale materials, menus, labelling, passive talkers and marketing collateral to enhance a customer's journey through the store and increase the likelihood of purchase. When chocolate items have been packaged, making it impossible for customers to see it, retailers should present beautiful imagery of their product as well as ambient graphics setting the tone and mood of their brand. Chocolate is a sensory product so it is important to market it appropriately to your audience, with key themes including indulgence, pleasure, sensuality and a treat eat.'

When it came to designing the Charbonnel et Walker store and café at Saks Fifth Ave in New York, Anderson and the rest of the team at CADA felt it

Top & bottom left: CADA Design Group is the consultancy behind some of Charbonnel et Walker's leading stores and concessions. Below: Thorntons' Easter campaign 2009 uses bright poppy colours and has a young, fun feel that is said to better reflect the great value kids range.

Choc POPs

SP Group has been providing POP and POS solutions to Thorntons for more than eight years now and was responsible for the promotional materials for this year's spring campaign. The material included POP and window displays to mark and remind consumers of the three main occasions for the spring season – Valentine's Day, Mother's Day and Easter. By installing one display that encompassed all three calendar events, SP Group was able to provide Thorntons with a flexible, cost-effective solution that communicated the dates, while also driving sales for its chocolate gifts.

'Our brief for the Thorntons spring retail campaign was to create promotional materials to more effectively communicate the dates of these three events,' says Sarah Bell, account director at SP Group. 'Together, we came up with a design that would clearly communicate the dates of the three events through a

series of numbers. The numbers were free-standing polystyrene units that could be positioned to display the dates 14th (Valentine's Day), 22nd (Mother's Day) and the 12th (Easter) and count down from four days prior to the event, providing an effective reminder for passing consumers.

'The campaign materials for all 642 Thorntons retail outlets in the UK,' continues Bell, 'also consist of vibrant window enhancements, featuring a flag icon. In addition, window posters communicate the key message for the approaching event, with fabricated birdcage-shaped tables used to display the seasonal themed products in store.'

David Anderson, founder director of CADA Design Group – the consultancy behind some of Charbonnel et Walker's and Dean & DeLuca's leading stores and concessions – believes that an important area in retailing chocolate products is through the use of retail graphics and marketing, especially in packaged





was important to convey the provenance and excellence so often associated with the brand. 'We used a variety of techniques to stimulate the customer's senses, such as a contrasting palette of dark wood cabinets and creamy stone counters blended with vibrant violets and pink-coloured seating to enliven the environment,' notes Anderson. The design consultancy also incorporated a touch of elegance in store by using glass chandeliers that follow the curve of the counter, which incidentally hosts an innovative conveyor belt dispensing the cakes and chocolates on offer. 'The lighting plan is designed to focus customers' attention to the product and create a sense of theatre as they parade along the counter,' continues Anderson. 'To complete the store we hung beautiful black and white photographs mounted in gold frames and placed a chocolate fountain near the entrance of the store to entice customers to delight in the experience.'



1 & 3: Providing the correct lighting for chocolate and confectionery is a challenging task, but one that BÄ.RO Lighting has fulfilled on many occasions. 2 & 4: Chocolate boutique Cocomaya opened on London's Connaught Street in 2008.

Lighting the way

Providing the correct lighting for chocolate and confectionery is a particularly challenging task, but one that BÄ.RO Lighting has fulfilled on a number of occasions. 'Incorrect lighting gives out UV radiation and heat radiation,' explains Terry Byrne, director of BÄ.RO. 'On chocolate and confectionery displays this will lead to discolouration with a white film developing on chocolate and the subsequent deterioration of the product. Shelf life is reduced, presentations look poor, wastage of products leads to obvious profit losses and there is also a food safety issue.'

The Mini BFL 100w white sodium lamp from BÄ.RO is suitable for such retail stores, as it highlights the confectionery with a warm gentle light, with excellent colour rendering properties, while emitting no damaging UV radiation. 'The BÄ.RO cool beam reflectors can reduce heat radiation,

meaning no damage to the product, while simultaneously highlighting the products and allowing us to reduce the number of fixtures used in the store because of their wide beam spread,' maintains Byrne. 'The use of our reflectors reduces the risk of the chocolate melting and reduces energy costs due to less fixtures being used.'

According to John Chamberlin, sales director of retail lighting specialist Microlights, confectionery tends to fall into two main groups – "come buy me" products, with bright colours designed to entice and stand out from its neighbours, and "sophisticated pleasure" products, with darker, luxurious colours of dark red, black and gold. 'The packaging of the "come buy me" variety,' says Chamberlin, 'uses whites, yellows and oranges that reflect light well – this is no accident. It is more difficult to make "sophisticated pleasure" products stand out due to the higher light absorption of the packaging colours