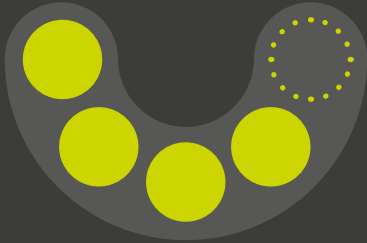




Keycraft presents

# **The Little Book of Impulse**



**4 out of 5**  
parents admit to giving  
in to their child's  
**impulse demands.**

Marketwired

A light green background featuring silhouettes of a child and a parent walking. The child is on the left, holding a string attached to a large, light green balloon. The parent is on the right, walking towards the child.

**Appeal  
to the child.  
Sell to the  
parents.**

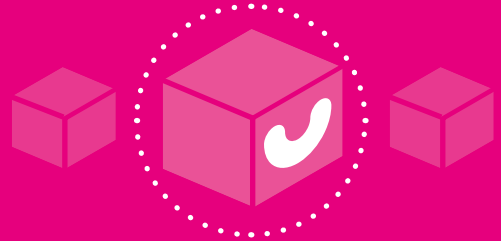


Well-thought-out, quality products make it  
easier for parents to say a guilt-free 'yes'.



**63% of parents**  
say **attractive packaging**  
is the biggest influence  
on their child's  
impulse purchasing.

Asian Journal of Research in Marketing



**Beauty is in  
the eye of the  
beholder.**



Curating collections tuned to your customers  
significantly increases impulse purchases.



In the UK, parents spend  
an **extra £15 billion**  
a year...  
**when shopping with  
their children.**

Marketwired

**Look after the  
pennies and  
the pounds look  
after themselves.**



Recognising the value of incremental,  
low-cost, high-volume sales, pays dividends.



On average, British children have perfected **the art of Pester Power** by the time they are **2 years 7 months.**

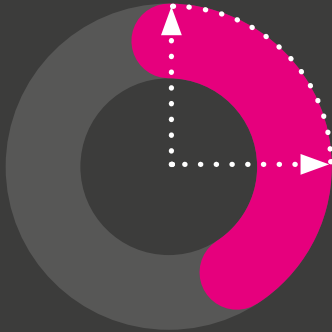
Marketwired

Display products at the right height for each age group.



**Out of sight.  
Out of mind.**





**42% of purchases**  
made in the first quarter  
of a shopping trip are  
**impulse purchases.**

Social Science Research Network

Don't just rely on the till area,  
offer impulse items earlier in the  
shopping journey.



**The early bird  
catches the  
worm.**





## UK Impulse Purchases

55% Sweets

**41% Toys**

24% Magazines

22% Books

8% DVD's

Marketwired

Treats not  
sweets.



Let's support children in making healthier choices, and knock sweets off the top spot.

Act on impulse...







**Keycraft<sup>®</sup>**

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