

Sign Research Foundation 2019-2020 Research Grant

Project Title: The Future of Retail Signage within the Context of Technology Disruptors

Problem Statement

There is not enough published material regarding the potential future state of retail signage. The industry needs to be able to prepare for disruptors to remain healthy.

Research Product

A successful study would explore how the sign industry could understand the elements of retail disruptors and leverage trends from the data. The researcher should consider exploring the following disruptors:

1. Retail is blurring the lines between physical and the digital signs
2. Mobile communication: 70-75% of all decisions are made now in mobile
3. Big data analytics
4. Vertical integration: branded merchandise is driven by margins
5. Price transparency
6. Changing demographics
7. Cross border e-commerce
8. Interactive consumers

The researcher could consider a partnership with GDR Creative and Stylus - companies that do retail trends and case studies. SRF can assist with partnerships with POPAI (Point of Purchase Advertising Association) and NRF (National Retail Federation).

Target Audience

Designers, planners, sign manufacturers

Budget

\$5,000-20,000 depending on methodology and proposed product.

PROPOSALS MUST INCLUDE THE FOLLOWING:

Lead Researcher:

Job Title:

University/Organization/Affiliation:

Address:

Email:

Phone:

Date:

Additional Researchers:

Scope of Research (describe your methodology, process, literature review):

Project Timeline with Deliverables

Task/Deliverable	Months													
	1 Jan	2 Feb	3 Mar	4 Apr	5 May	6 Jun	7 Jul	8 Aug	9 Sep	10 Oct	11 Nov	12 Dec	13 Jan	14 Feb
Task 1														
Task 2														
Task 3														
Task 4														
Task 5														
Task 6 Submission of draft report														
Task 7 Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

Milestone	Due Date	Payment
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
TOTAL		