

FREE RETAIL EXECUTION TEMPLATE

Promotional Signage and POSM Checklist

Use this 60-point checklist to verify campaign versions, POSM delivery, placement, artwork, pricing, product linkage, installation safety, digital content, live evidence, corrective actions, maintenance, and takedown.

Store / location	Campaign	Review date	Reviewer
------------------	----------	-------------	----------

1. Campaign brief, POSM scope, version control, and ownership

- Confirm the store, format, campaign name, launch date, review date, reviewer, store manager, and promotional zones included in the check.

PROMOTIONAL POSM

NAME	Enter	DATE / TIME	Enter	APPROVAL	Sign
------	-------	-------------	-------	----------	------

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

- Verify the approved campaign brief identifies required signage, point-of-sale materials, promotional mechanics, product groups, store formats, and placement rules.

PROMOTIONAL POSM

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

- Confirm every POSM item uses the current approved artwork, language, offer, legal copy, campaign dates, and version number.

PROMOTIONAL POSM

CRITICAL

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

- Remove superseded, cancelled, duplicated, or locally created materials that are not part of the approved campaign pack.

PROMOTIONAL POSM

CRITICAL

Correct	Needs action	Critical	LIVE PHOTO	Add
---------	--------------	----------	------------	-----

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

- Review previous execution gaps, missing materials, pricing complaints, damaged assets, late installations, and overdue corrective actions.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

- Assign ownership for campaign assets, store installation, pricing, VM, digital signage, replenishment, maintenance, takedown, and final approval.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Use the current campaign pack and store-specific allocation as the source of truth before checking any sign, offer, or placement.

2. POSM delivery, inventory, condition, storage, and issue control

- 7 Match delivered POSM quantities and item codes with the approved store allocation or campaign packing list.

PROMOTIONAL POSM

ACTUAL

Enter

REQUIRED

Enter

VARIANCE

Enter

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

- 8 Inspect posters, wobblers, shelf strips, tent cards, standees, headers, decals, banners, display units, and other materials for damage or printing defects.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

- 9 Confirm all required campaign materials arrived before the installation deadline and record missing, short, or incorrect items.

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

- 10 Store unused POSM clean, flat, dry, protected from damage, and separated from obsolete or future campaign materials.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

- 11 Verify reusable frames, holders, stands, sign rails, poster cases, magnets, clips, and mounting accessories are available and serviceable.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

- 12 Raise replacement or production requests immediately for missing, damaged, incorrect, or unusable materials that could affect launch execution.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Count and inspect campaign materials before launch day so missing or damaged POSM can be replaced without delaying store execution.

3. Exterior, entrance, window, and high-visibility promotional signage

- 13** Install approved exterior, entrance, door, window, facade, and queue-area signage only in the locations defined by the campaign or brand standard.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

- 14** Confirm campaign posters, decals, banners, window graphics, and entrance messages are clearly visible, correctly oriented, and not obscured by other materials.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

- 15** Check external signage displays the correct campaign dates, product imagery, offer wording, terms, and store-specific applicability.

PROMOTIONAL POSM

CRITICAL

Record	Current	Owner	Evidence	Action

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

- 16** Ensure window and glass applications are smooth, aligned, free from bubbles or tears, and do not create unsafe visibility or access issues.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

- 17** Verify entrance signage does not block doors, emergency information, accessibility signs, customer sightlines, or required statutory notices.

PROMOTIONAL POSM

CRITICAL

Compliant

Partial

Non-compliant

N/A

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

- 18** Capture wide-angle evidence showing how the promotional message appears to customers approaching and entering the store.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Review exterior and entrance signage from the customer's approach path, not only from inside the store.

4. In-store placement, fixtures, shelf POSM, checkout, and secondary displays

- 19** Place shelf strips, wobblers, shelf talkers, product cards, headers, toppers, danglers, tent cards, floor stands, and fixture signage in approved locations.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

- 20** Verify POSM is attached to the correct product, fixture, bay, shelf, gondola, table, category, or promotional display without misleading adjacency.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

- 21** Confirm materials do not cover products, shelf labels, price tickets, barcodes, product information, security devices, or replenishment access.

PROMOTIONAL POSM

Record

Current

Owner

Evidence

Action

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

- 22** Check promotional zones, endcaps, feature tables, power wings, checkout areas, and secondary displays use the correct campaign materials.

PROMOTIONAL POSM

Record

Current

Owner

Evidence

Action

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

- 23** Maintain consistent height, spacing, alignment, orientation, and quantity of repeated POSM elements across the same fixture or promotional zone.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

- 24** Remove clutter, overlapping messages, unauthorized signs, handwritten notices, old promotions, and excess materials that weaken campaign visibility.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Check the relationship between the sign and the product. Correct artwork in the wrong location can still create a misleading customer message.

5. Artwork, branding, offer message, pricing, and product linkage

- 25** Verify logos, colors, typography, imagery, product names, pack sizes, offer language, and campaign hierarchy match the approved artwork.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

- 26** Check each promotional sign is linked to the correct product or service and does not imply an offer on excluded products, variants, or pack sizes.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

- 27** Confirm selling price, promotional price, discount, multibuy, member offer, bundle, or finance message agrees with the POS and approved commercial setup.

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

- 28** Verify campaign start and end dates, qualifiers, redemption conditions, exclusions, footnotes, and required legal or regulatory wording are present where applicable.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

- 29** Check QR codes, short links, promo codes, barcodes, or digital call-to-action elements lead to the correct active destination and customer experience.

CRITICAL

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

- 30** Contain and correct any pricing, artwork, product-linkage, or offer discrepancy before customers can be misled.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Validate the promotion at both the sign and the POS so the customer sees the same product, price, dates, and conditions everywhere.

6. Installation quality, safety, accessibility, and customer navigation

- 31** Confirm freestanding POSM, standees, display units, sign frames, and temporary fixtures are stable, secure, and suitable for customer traffic.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

- 32** Use approved clips, adhesive, hooks, ties, magnets, frames, or mounting methods without damaging fixtures, walls, windows, products, or electrical systems.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

- 33** Keep aisles, entrances, exits, stairs, fire equipment, accessible routes, fitting rooms, service counters, and customer circulation free from promotional obstructions.

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

- 34** Check hanging signs, suspended elements, ceiling POSM, banners, and overhead materials are securely installed and do not create falling-object hazards.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

- 35** Ensure floor decals, mats, floor stands, cable routes, and temporary displays do not create slip, trip, collision, or wheelchair-access risks.

CRITICAL

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

- 36** Raise an immediate corrective action for any unsafe, unstable, obstructive, damaged, or incorrectly mounted promotional material.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Treat unstable or obstructive POSM as a safety issue, not a visual-merchandising preference, and correct it immediately.

7. Digital signage, screens, kiosks, QR assets, and synchronized content

- 37** Confirm digital screens, menu boards, kiosks, tablets, LED displays, and promotional players are powered, connected, visible, and free from hardware faults.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

- 38** Verify the correct campaign content, language, aspect ratio, resolution, playlist, scheduling window, and store-specific version are live.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

- 39** Check digital prices, promotional mechanics, product availability, dates, and disclaimers match physical POSM and POS configuration.

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

- 40** Test interactive buttons, QR codes, touch screens, product links, offer redemption paths, and other customer actions used by the campaign.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

- 41** Remove blank screens, error messages, outdated creatives, stretched artwork, frozen content, and unrelated material from campaign displays.

CRITICAL

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

- 42** Escalate content-sync, connectivity, hardware, CMS, pricing, or scheduling failures to the correct owner with evidence and a target resolution time.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Test digital content as a customer would, including price, timing, links, QR codes, and interactive steps.

8. Launch readiness, daily upkeep, cleanliness, replacement, and campaign continuity

- 43 Complete the initial signage and POSM installation before the approved launch time and verify priority zones before customers arrive.**

CRITICAL

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

- 44 Inspect campaign materials during trading for cleanliness, tears, peeling edges, fading, curling, missing holders, loose mounts, or customer damage.**

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

- 45 Replace damaged, dirty, missing, outdated, or illegible materials promptly using approved spare stock or an authorized replacement process.**

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

- 46 Confirm shelves and promotional displays remain stocked so signs continue to point to available products and active offers.**

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

- 47 Recheck campaign execution after store recovery, replenishment, cleaning, fixture moves, product substitutions, or local events that may disturb POSM.**

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

- 48 Maintain one clear current campaign message in each zone throughout the promotion and remove temporary workarounds once the approved material is restored.**

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Recheck priority materials throughout the campaign because cleaning, replenishment, customer contact, and fixture changes can disturb execution.

9. Live evidence, compliance scoring, deviations, corrective actions, and verification

- 49** Capture timestamped wide-angle photos of each required campaign zone plus close-up evidence for signs, prices, product linkage, and identified defects.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

- 50** Score POSM availability, placement, artwork accuracy, price accuracy, installation quality, safety, digital execution, and campaign upkeep using the approved method.

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

- 51** Classify failures by customer and campaign impact, such as launch blocker, major, minor, or observation, and apply escalation rules consistently.

PROMOTIONAL POSM

CRITICAL

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

- 52** Assign every failed check to a named owner with priority, due time, required proof, temporary control, and escalation route.

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

- 53** Verify corrected signs, prices, displays, or digital assets using new evidence and repeat the affected check before closing the action.

PROMOTIONAL POSM

CRITICAL

Compliant

Partial

Non-compliant

N/A

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

- 54** Keep unresolved pricing, safety, legal-copy, campaign-date, or high-visibility execution failures open until objective evidence confirms correction.

PROMOTIONAL POSM

Correct

Needs action

Critical

LIVE PHOTO

Add

● Execution tip: Capture new after-correction evidence before closing an action so the record proves the customer-facing condition was restored.

10. Campaign takedown, asset recovery, reuse, disposal, trends, and sign-off

- 55 Remove campaign signage and POSM at the approved end time so expired offers, prices, claims, and customer messages are no longer displayed.**

CRITICAL

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

- 56 Recover reusable frames, holders, stands, digital devices, structural display components, and durable campaign assets in serviceable condition.**

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

- 57 Segregate reusable, recyclable, confidential, electronic, hazardous, and general waste materials according to the approved disposal process.**

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

- 58 Review recurring missing materials, late installations, pricing mismatches, damaged assets, unsafe placements, digital failures, and overdue actions across stores.**

PROMOTIONAL POSM

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

- 59 Record campaign execution lessons, required asset or process changes, owners, deadlines, and recommendations for the next rollout.**

PROMOTIONAL POSM

Compliant

Partial

Non-compliant

N/A

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

- 60 Record the final execution score, unresolved risks, campaign owner, store manager, reviewer, takedown status, date, time, and sign-off.**

CRITICAL

PROMOTIONAL POSM

NAME	Enter	DATE / TIME	Enter	APPROVAL	Sign
------	-------	-------------	-------	----------	------

● Execution tip: End-of-campaign control matters too. Expired promotional messages should be removed on time and reusable assets should be recovered systematically.

RUN THIS CHECKLIST DIGITALLY

Turn promotional execution gaps into verified corrective action

Use Taqtics to schedule campaign checks, capture live signage evidence, escalate price and placement failures, assign actions, verify corrections, and compare promotional execution across every location.