

FREE OPERATIONAL TEMPLATE

Window Display Checklist

Use this 60-point checklist to verify window safety, campaign accuracy, products, composition, lighting, pricing, evidence, upkeep, and approval.

Store / location

Review date

Window / campaign

VM / approver

1. Display brief, campaign scope, ownership, and timing

1 Confirm the store, window or frontage, campaign, installation date, display period, visual merchandiser, store manager, and approving manager.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

2 Verify the latest window directive, campaign artwork, planogram, product list, measurements, reference images, and approved local adaptations are available.

RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

3 Define the display objective, target customer, campaign message, hero products, supporting products, and intended customer action.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

4 Confirm the launch date, takedown date, installation window, trading-hour restrictions, staffing, access, and contractor arrangements.

RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

5 Review previous display feedback, unresolved corrections, damaged assets, product shortages, installation delays, and local restrictions.

RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

6 Define critical failures, required photo viewpoints, correction deadlines, escalation routes, and final approval authority.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Lock the approved brief, version, featured products, display period, and approval owners before installation starts.

2. Window condition, access, safety, and installation readiness

7 Inspect glazing, frames, doors, locks, seals, floors, ceiling tracks, access panels, sockets, and service points for damage or defects.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

8 Verify the installation route, working space, ladders, barriers, tools, lifting aids, PPE, and supervision are suitable for the task.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

9 Confirm the glass is secure, clean, crack-free, and free from old vinyl, adhesive residue, chips, sharp edges, or uncontrolled condensation.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

10 Verify plinths, platforms, risers, hanging points, rails, brackets, and display fixtures are rated, level, anchored, and stable.

CRITICAL

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

11 Check exits, fire equipment, alarms, sprinklers, ventilation points, escape routes, and emergency access remain clear and functional.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

12 Confirm electrical supplies, timers, extension leads, LED drivers, connectors, and cables are approved, protected, concealed, and undamaged.

CRITICAL

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter



Execution tip: Inspect the empty window before merchandising and isolate the area immediately if glass, electrical, structural, or access risks are present.

3. Theme, storytelling, focal point, and visual hierarchy

- 13 Confirm the campaign theme and primary message are clear from the main customer approach without needing extra explanation.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

- 14 Establish one clear focal point using the approved hero product, height, scale, contrast, lighting, and surrounding space.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

- 15 Balance hero products, supporting products, graphics, props, fixtures, and negative space so the window feels intentional rather than crowded.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

- 16 Check the composition from the left, center, right, close, distant, daytime, and night-time customer viewpoints.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

- 17 Use color, repetition, rhythm, height variation, grouping, and product direction consistently with the approved visual language.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

- 18 Verify the display avoids competing messages, accidental gaps, hidden products, dead zones, visual clutter, and unclear customer priorities.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Review the display from the customer side at normal walking speed so the main story and focal point can be understood quickly.

4. Product selection, styling, availability, and commercial accuracy

- 19** Confirm every displayed product matches the campaign brief, launch period, local assortment, season, collection, color story, and intended category.

RECORD TABLE

Record	Current	Owner	Evidence	Action



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

- 20** Verify every featured SKU is available for purchase in the store, online, or through an approved customer-ordering route.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

- 21** Inspect products for cleanliness, damage, wrinkles, missing parts, poor assembly, incorrect sizing, or presentation defects before installation.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

- 22** Confirm outfits, bundles, collections, and complete-look combinations are commercially relevant and correctly coordinated.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

- 23** Check visible packaging, labels, hangers, security devices, tags, and protective materials follow the approved display standard.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

- 24** Verify product positions reflect campaign priority, margin, launch importance, and customer relevance rather than installation convenience.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Feature only approved, saleable products and confirm customers can find the displayed item or a clearly approved alternative.

5. Mannequins, props, fixtures, graphics, and finishing details

25 Inspect mannequins, bust forms, props, display blocks, furniture, and decorative assets for cleanliness, completeness, stability, and damage.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

26 Verify mannequin outfits, fit, pose, direction, accessories, footwear, and grouping match the approved reference image.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

27 Confirm plinths, risers, shelves, rails, stands, frames, and fixtures are level, aligned, secure, and visually consistent.

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

28 Check posters, vinyls, banners, decals, lightbox graphics, and printed assets use the correct version, size, orientation, and language.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

29 Verify hanging and suspended elements use approved fixings, safe clearances, secondary restraint where required, and no loose components.

CRITICAL

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

30 Remove or conceal exposed tape, pins, clips, wires, ties, tools, packaging, temporary labels, unfinished edges, and visible construction marks.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 Execution tip: Treat every visible surface, fixing, prop, mannequin, graphic, and finishing detail as part of the customer-facing display.

6. Layout, spacing, sightlines, and customer journey

- 31 Confirm the display preserves clear sightlines into the store where required and does not block entrances, security visibility, or customer orientation.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

- 32 Maintain approved spacing around products, mannequins, graphics, props, and fixtures so the display does not look compressed or unfinished.

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

- 33 Use height and depth to create clear layers without hiding hero products, prices, campaign messages, or key product details.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

- 34 Align the window with adjacent windows, entrance features, in-store campaign zones, floor lines, mullions, and architectural reference points.

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

- 35 Verify customer routes, accessible paths, door swings, queue areas, and emergency routes remain clear of protrusions, trip risks, and unstable assets.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

- 36 Check reflections, glare, structural bars, mullions, stickers, condensation, and external obstructions do not hide key content.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo


Execution tip:
relevant.

Check the window from multiple distances and traffic angles, including the entrance, neighboring windows, escalators, and vehicle approach where

7. Lighting, pricing, promotional copy, and digital content

37 Confirm all spotlights, track lights, lightboxes, backlights, shelf lights, and decorative lighting operate correctly.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

38 Verify beam direction, color temperature, brightness, contrast, shadows, glare, and heat support the display without distorting products.

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

39 Check lighting timers, schedules, sensors, and switching controls match trading hours, campaign requirements, and night viewing.

RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

40 Confirm digital screens show the approved campaign, correct aspect ratio, language, loop, sound setting, and no error messages.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

41 Verify prices, promotional terms, dates, legal copy, product names, QR codes, calls to action, and customer instructions are accurate and readable.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

42 Confirm electrical load, heat, cable routing, drivers, adapters, access panels, and ventilation do not create a fire or shock risk.

CRITICAL

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 **Execution tip:** Test the finished display in daylight and after dark, and verify every price, promotion, legal line, QR code, and digital asset before launch.

8. Installation quality, cleanliness, evidence, and launch approval

- 43 Confirm products, graphics, fixtures, props, mannequins, and lighting are installed to the approved position, sequence, dimensions, and orientation.

MEASUREMENT

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

- 44 Inspect the inside and outside glass, floor, plinths, products, props, fixtures, graphics, and access points for cleanliness.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

- 45 Remove tools, ladders, packaging, protective film, labels, dust, adhesive, debris, unused fixings, and installation waste from the window.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

- 46 Check every product faces the correct direction, hangs straight, sits level, remains stable, and shows the intended detail.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

- 47 Capture approved wide-angle and detail photographs from every required customer viewpoint before the store opens.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

- 48 Obtain visual merchandising and store approval, record approved deviations, and prevent launch when a critical failure remains open.

CRITICAL

APPROVAL

NAME

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DATE / TIME

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APPROVAL

Sign



Execution tip:

Compare the completed window with the approved reference before opening and correct visible defects before the display is released.

9. Daily upkeep, recovery, product changes, and campaign takedown

- 49 Inspect the window at opening and after peak trading for movement, dust, damage, fallen products, loose assets, lighting failures, and customer impact.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

- 50 Confirm featured products remain available and replace sold-through or withdrawn items only with an approved alternative.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

- 51 Re-steam, re-align, re-pose, re-clean, re-light, and restore disturbed products, graphics, props, and mannequins to the approved standard.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

- 52 Record weather, heat, condensation, sunlight, water ingress, security concerns, customer incidents, and other conditions affecting the display.

RECORD TABLE

Record	Current	Owner	Evidence	Action



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

- 53 Control every local change with the reason, date, approver, updated product list, revised reference, and replacement photo evidence.

RECORD TABLE

Record	Current	Owner	Evidence	Action



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

- 54 Plan campaign takedown, product return, asset storage, recycling or disposal, damage reporting, and readiness for the next installation.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



Execution tip:

Maintain the approved condition throughout the campaign, not only on launch day, and control every substitution or local change.

10. Final review, deviations, corrective actions, and sign-off

- 55** Capture final wide-angle evidence from every priority customer viewpoint and detail evidence of products, graphics, lighting, fixings, and safety controls.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

- 56** Compare the completed display with the approved reference and record every variance in product, placement, scale, lighting, graphics, cleanliness, or condition.

RECORD TABLE

Record	Current	Owner	Evidence	Action
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Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

- 57** Classify deviations by safety risk, brand impact, commercial impact, customer impact, and urgency using the approved scoring rules.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

- 58** Assign every correction to a named owner with due time, required evidence, escalation route, and temporary control where immediate correction is not possible.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action
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Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

- 59** Verify corrections through repeat inspection and new live evidence, and keep actions open until the approved condition is objectively restored.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

- 60** Record the final score, critical failures, unresolved exceptions, next review date, visual merchandiser, store manager, reviewer, and approval signatures.

CRITICAL

APPROVAL

NAME	Enter	DATE / TIME	Enter	APPROVAL	Sign
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Execution tip:

Keep every action open until repeat inspection and new live evidence confirm the approved display, safety, and commercial standard are restored.

RUN THIS CHECKLIST DIGITALLY

Turn window display reviews into verified visual execution

Schedule reviews, compare approved references, capture live evidence, assign corrections, verify closure, and compare visual execution across every store.

Campaign-led reviews

Live window evidence

Critical safety alerts

Corrective-action tracking

Try the Window Display Checklist in Taqtics