Retail P.O.S. Management

Delivering collaborative marketing tools

perigord

Case Study

The customer is a leading convenience store franchise, operating in excess of 131 stores throughout Ireland.

The Challenge

The customer operated a three-week promotional cycle involving the creation of 700 pieces of artwork for use in POS to be printed and distributed to 131 stores. The POS consisted of shelf talkers, posters, hand bills and a cycle retailer brochure, kitted, packaged and distributed within a 48 hour period.

The customers trading department working with their marketing team and external designers manually created each of the 700 artwork pieces. This process was time consuming and costly and promotional deadlines were often delayed.

The challenge was to examine this process and develop a solution that reduced the time taken to create the artwork, reduce artwork costs and ensured the POS was distributed and delivered on time.

Marketing asset repository for storage, retrieval auto-generation of artwork

The Solution

The Perigord Group delivered a secure cloud based technology solution. The solution included a marketing asset repository for storage and retrieval of the companies estimated 10,000 product images. The system incorporates an automated artwork creation module for generating print ready PDFs and files for digital displays. Volumes of artwork could now be created from an excel database in a matter of minutes. Features of the solution include an approval workflow displaying the current status of each artwork piece.

The Perigord team worked with the client's marketing and trading department to develop an agreed naming convention of product templates and associated product images to facilitate automation. During this process we embedded meta-data fields within each image to allow the system to automatically select the correct images for each artwork piece and gather any associated regulatory messages or disclaimers such as alcohol warnings. The solution also offered direct integration with Brandbank to locate product images which were not available in the repository.

Working on each cycle the client's trading department and marketing team prepares, populates and uploads a database, which specifies data such as the product name, attributes, price, discount and the product images to be used.

Once imported, the solution batch processes and creates each artwork piece. The meta-data associated with each product image enables the system to gather any additional assets such as regulatory messages or disclaimers which are required to be display with a specific product.

In conjunction with the automated POS artwork creation, the system also features a catalogue builder module to automate the production of a multipage retailer brochure with this cycle's current promotions.

The solution facilitates online artwork approval of each artwork piece by the client. Once approved, print ready PDFs or digital files are available to our production team along with the appropriate quantaties, distribution lists and print specification.

Perigord's in house production team then print, kit, pack and dispatch to in excess of 131 stores nationwide within a 24-hour turnaround.

Implementation and Onboarding

The solution was deployed within 4 weeks by a small project team from Perigord and 2 representatives from the customers marketing and trading team. The solution was delivered with a phased approach, which included consultation, solution design, solution build, testing phase, deployment, support, and account management.

During the testing and implementation phases of the project we engaged with all stakeholders to identify and approach any suggested solution enhancements. Once deployed our QBRs offer a great forum to identify, discuss and scope any further enhancements.

Working with the marketing function, we developed a video tutorial and PPT trainer, which was published within the marketing centre.

Results

The cycle lead time has been reduced from 15 days to 3 days.

A significant reduction in artwork costs for each cycle.

All marketing assets are now named and securely stored within the repository.

Improved RFT Right first time artwork rate.

Realtime view on approval status on each individual artwork.

Fulfillment time reduced to within 24 hours of artwork production.

This is an end-to-end solution provided by one vendor.

Create hundreds of pieces of artwork on brand and in real-time from predefined templates and an excel list with no DTP skills required.

Batch generation and online approval of Point of Sale artwork

The ability for non DTP users to make artwork edits online while maintaining brand integrity

ELIMINATE
Eliminate Artworking Costs

PROTECT
Gather and Protect your
Marketing Digital Assets

REDUCE
Dramatically Reduce
Cycle Turnaround Time

Perigord Group

Established in 1976, the Perigord Group
is an Irish owned marketing services
group that specialises in the provision
of marketing communications services,
outsourced solutions, print services and
technology. We deliver the technology
to manage your marketing services and
outsource requirements and then ensure
all production is implemented to quality
controlled standards.

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