

Efficiently managing in-store marketing and communications in 1,500 stores across Canada under multiple retail banners can be a challenge. With our help, this national grocery chain reduced creative costs and campaign time-to-market by 30%.



Background

The client is a large food retailer in Canada, operating under a number of different retail banners across the country. In an extremely competitive grocery market, they have grown from a regional grocer, to a national grocery powerhouse.

After we performed a detailed evaluation of various print efficiency approaches, the food retailer engaged with us to find ways to streamline and improve the overall communications and marketing supply chain. From transforming the client's owned print operations, to managing critical steps in the marketing execution process, we have enabled the national food retailer to focus on their core retailing activities; while they trust us to deliver on key in-store communications initiatives.

The Challenge

The in-store marketing approach for the Canadian food retailer was one that was regionalized across the country, which caused inefficiencies and inconsistencies in marketing execution. For their grocery stores within a single region in Canada, they ran their own sign & print operations, which included manufacturing and delivering all signage

needs; from store décor, down to shelf edge pricing signage.

On the other hand, décor and signage printing for stores in other Canadian regions were handled by a mix of third-party print shops, and in-house production. This fragmented approach caused inefficiencies in print cost and marketing execution across the country.

In addition, the process from marketing campaign conception to in-store execution was not streamlined, which added unnecessary costs and time-to-market. The grocery chain's marketing team worked with a creative agency to generate in-store marketing campaigns, however often times the conceptions were not practical based on in-store display limitations, and budget.

The client's team knew that they wanted to sustain the print operations and leverage the capabilities beyond a single region in Canada; however, they did not have the internal expertise on how to transform the operations for the future.

Looking for ways to become more efficient, accelerate time to market, and enhance in-store communications, the national grocer turned to us for help.

The Solution

The relationship formally began in 2011, with the transformation of the client's regional printing operations into a fully digital print facility. From print and finishing technology improvements to new colour management and quality measures, the facility became the centralized hub for low-to-mid volume print requirements.

Next, came the management of all national commercial print (excluding flyers), the majority of which initiated from the client's marketing teams. We provided a team of Communication & Marketing Services Advisors in each region to work directly with the client's marketers, as well as collaborate with their Agencies of Record, to ensure that the marketing activities were aligned with the in-store communication goals, produced on time, on brand, with high quality, and on budget. For example, the Xerox Advisory Services team works directly with marketing to translate creative & concept ideas from the agencies into signage design that can be executed at store level, in every store type.



The Solution (continued)

Our team of expert Print Program Managers ensure that the capabilities and capacity of the food retailer's printing facility is utilized, and that the right supplier, internal or external, is chosen to meet the cost, quality, and time service level agreements. We also provide online ordering and a team of dedicated Client Service Representatives to serve transactional print requirements, and inventory orders for print and print related fixtures. At the store level, the Client Service team fields store inquiries on deliveries and orders. From creative execution; to production to kitting and delivery, we are there every step of the way.

In 2012 the national food retailer launched a new brand initiative. This meant the launch of new a store décor concept, complete re-branding of all in store marketing materials, and tons of marketing execution work to be accomplished. Because our team had already developed a streamlined approach to the Communications and Marketing supply chain, the client knew that we would be the execution arm to make sure the campaign message rang out loud and clear in its stores. For the brand launch, we managed the supply chain & logistics to produce & deliver over 60 million signs to over 1,000 stores.

In addition, we are supporting the client's other retail banners as their

brand evolves. From leveraging our communications and marketing expertise, to benefiting from the consolidated efficiencies, all regions and banners are integrated with the Xerox team.

Throughout the assessment and implementation, we used the rigorous Lean Six Sigma process improvement methodology to help the client identify and leverage measurable advantages in their marketing execution across the country.

The Results

Managing hundreds of in-store programs and multiple store openings every year, we have successfully streamlined the national grocer's marketing execution activities nationally. We now manage every single sign required to open a store or launch a campaign, from permanent décor to weekly pricing signage. This allows the food retailer's marketers to focus on what they do best, marketing strategy to enable store sales. Rather than dealing with over 200 suppliers, the grocery chain now has one point of contact for marketing execution: our team of Advisors. The national grocery chain saved over 10% on print spend due to technology improvements in the dedicated print facility, and by leveraging our buying power with supplies such as plastic wrap, and media stocks for in-store signage and décor.

We have also helped the grocery chain save over 30% on creative costs, and increased customer activation by 20% through in-store design and effective deployment of programs. The integration and collaboration with client and their creative agency has resulted in a team based approach to drive the best in-store customer experience.

In addition, we have provided the national food retailer with the ability to speed up time-to-market thanks to the print innovations at the client's printing facility, and our valued print partners. With new automated production technology integrated into the regional print facility, production cycle time was reduced by 30%. The efficiencies, speed to market and overall quality of program signage have shown the national food retailer that Xerox is a partner for the long term.

Results At-A-Glance

- Savings of over 10% on overall print spend
- Reduced creative costs by over 30%
- Revenue activation 20%+ sales lift on focused programs
- 30% faster time-to-market due to centralized services efficiencies
- Integration and collaboration with creative agency and the national food retailer's team to drive ultimate customer experience