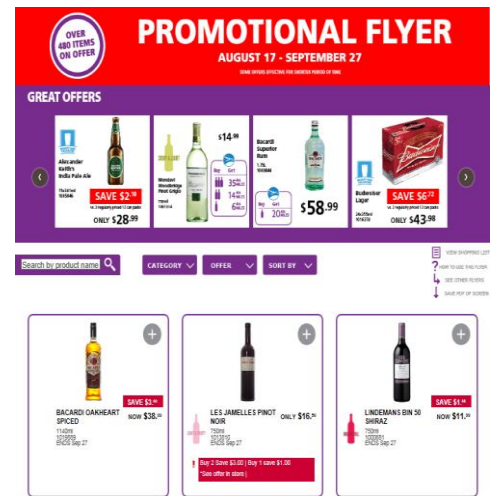


*“Working with Xerox has been a key enabler for us to execute our in-store marketing & online flyers efficiently. We depend on our relationship with the Xerox team to manage the process from creation to production to delivery. Xerox reduces the marketing execution burden for us, so we can focus on other core marketing activities.”*

– Tim Pellerin, Vice President, Customer Strategy



### About NSLC

The Nova Scotia Liquor Corporation (NSLC) is a crown corporation and retailer responsible for the distribution and sale of Beer, Wine and Spirits in Nova Scotia. Focused on customer service, the NSLC has 106 stores across the province. The NSLC's stated purpose is "To be a superb retailer recognized for an engaging customer experience and to be a valued industry partner."

### The Challenge

With revenue and profit pressures, optimizing the marketing budget was necessary. The NSLC asked Xerox how they could reduce their in-store signage spend; and, what ways they could move to multi-channel marketing to help engage customers across channels beyond print.

### The Solution

Xerox produces all of the in-store signage as well as offsite event signage for the NSLC. The NSLC leveraged the subject matter expertise of the Xerox team to streamline the print production supply chain from creative conception to final in-store execution. The Xerox Communication and Marketing Services Advisor worked with the NSLC to re-engineer print components, standardize on volumes by store category, and provide innovative ways to reduce creative time on loyalty promotions. From driving down print costs on repeated components by 15%, to dramatically reducing creative time by automating data-driven loyalty activities for in-store signage, Xerox helped the NSLC marketing team achieve their budget goals.

Next, the NSLC wanted to move from the traditional printed flyer to an e-flyer. Working with the Xerox creative and web team, the NSLC launched two e-flyers to enhance online & mobile customer engagement. The first was an attractive online flip book flyer with customized enhancements such as a shopping list that customers could email, links to fashionable recipes, and detailed product information available when the customer clicked through. The second flyer was a more traditional promotional online flyer with multiple products and promotions, such as loyalty points and sale pricing.

### The Results

Xerox tracked year-over-year print and creative spend by components and reported to the NSLC quarterly on savings and spend vs. budget. The fact-based, data-driven approach provided actionable information for which NSLC could base new promotional signage decisions. Xerox reduced the execution headaches, and provided the NSLC with confidence that their savings goals were being met, while still protecting the in-store customer experience. This resulted in 15% savings in the first year, and additional savings in the following years.

The online activity that is driven by the e-flyer is all measurable. The NSLC now have visibility into what customers are looking at, for how long, and what products are clicked on for more detail. This gives the NSLC important marketing data to feed back to product vendors who invest in the flyer to help them make promotional decisions, and to help better serve their customers. The data is analyzed and provided by Xerox after each flyer launch, thus freeing up time for the NSLC marketing team to focus on how to adjust their strategy to meet customer needs moving forward.

The NSLC values Xerox as a key execution partner, and both organizations continue to work together to improve marketing actions at the NSLC. As a measure of the success of the relationship, Xerox was awarded Partner of the Year in 2014 by the NSLC.