



PUMA Builds Innovative, Cost-Efficient Studio

Industry: Footwear

Pain Points

- High costs of outsourced photography
- Lengthy turnaround times
- Different requirements for multiple retailers

Results

- Eliminated hundreds of thousands of dollars in charge backs
- Reduced sample costs by going digital
- Improved studio and sales efficiency



Perhaps the first image that pops into your mind when you hear PUMA is that of golf sensation Rickie Fowler. The PGA Tour player has helped make PUMA a household name, building on its reputation as one of the world's leading Sports Brands of footwear, apparel, and accessories.

When it comes to creating product imagery, PUMA has traditionally relied on outsourced photographers. However, the company was experiencing high costs and lengthy turnaround times. In line with its "Forever Faster" mission, PUMA decided to find a content creation partner who could help it speed time to market, reduce content expenses, and ultimately, increase sales.

Improving Studio Efficiency

PUMA North America Headquarters (PNA) chose to work with Snap36 because of its fully automated, best-in-class, robotic photography systems. With Snap36 equipment now in its Westford in-house studio, PUMA is producing images for multiple SKUs the same day the samples are received. Immediate access to these images improves the internal sell-in process and accelerates getting product samples back into rotation with the sales team.

"Increasing our throughput and moving from 2-week to same-day turnaround times means our sales team can do their jobs more effectively."

Michael Cicerone

MANAGER OF WHOLESALE OPERATIONS

Improving Digital Brand Presence

With the growth of online shopping, PUMA faces strict image requirements from its numerous ecommerce channels, including DICK'S Sporting Goods, Costco, Kohl's, and JC Penney.

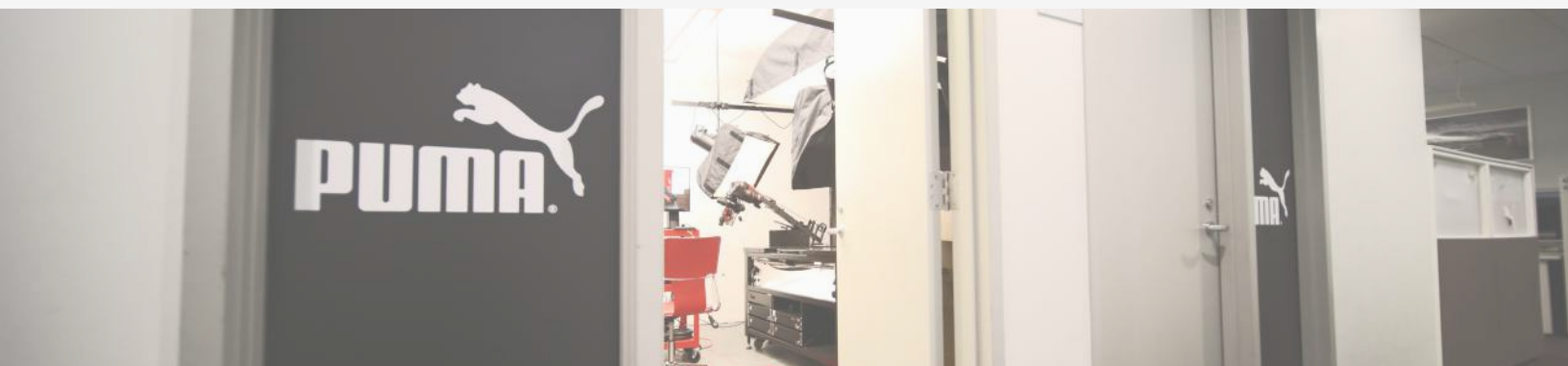
One such request came from Footlocker.com in preparation for the RS-0 X Roland launch. The PUMA studio shot multiple angles of the product and received feedback that the images looked vastly better than the photography previously provided by Footlocker itself, in terms of styling and image quality.

"With Snap36 equipment powering our in-house studio, we are able to hold ourselves to the highest brand standards," added Cicerone.

"We take pride in our imagery and want it to look the best it possibly can in terms of quality and creativity. It's important for us to maintain brand consistency and provide a remarkable experience for consumers whenever and wherever they are interacting with our products."

Reducing Content and Sample Costs

With the addition of an in-house studio, PUMA has been able to eliminate content chargebacks from retailers, resulting in massive cost savings. In 2017, for example, the company was spending close to \$100,000 per retailer. Now, PUMA can easily and quickly capture the comprehensive set of images and styles any retailer requires. Another major area of cost savings for PUMA has been its sample budget. Instead of sending multiple pairs of shoes to each individual retailer, the studio can shoot one sample to satisfy all of the account requests.



Expanding Capabilities for the Future

Going forward, PUMA plans to leverage Snap36 to push the boundaries of its product content. To start, the company will host and add 360° spin images to its new B2B platform. Additionally, while the initial focus of the studio has been on footwear, PUMA Wholesale has partnered with the global team to explore the process for shooting and elevating the presentation of apparel. Finally, with the upcoming buildout of its new North American headquarters, PUMA will be working with Snap to expand its studio capabilities. "We are looking forward to our continued partnership," commented Cicerone. "As retailer demands and requirements for 360-degree content continue to evolve, we will be well established and established as an innovator with best-in-class digital experiences."

Start Your Project Today: info@snap36.com

snap36

(844) 762-7360 • info@snap36.com • www.snap36.com