



19%
Cost savings

Give Stores the Edge with Targeted Marketing

The Challenge

- Drive sales by consistently delivering printed materials – window bills, hanging boards, standalone displays, stickers, etc. – to approximately 500 stores in time to push frequently changing promotional campaigns.
- Deliver direct marketing campaigns to customers more efficiently.
- Achieve cost savings.

The Solution

- Xerox management of print procurement and logistics for in-store and other marketing materials.
- An advisory service to ensure that material specifications are designed to reduce lead times and costs.
- Creative services for efficient, fast, quality-controlled changes to existing artwork.

The Results

- 19% cost savings compared with baseline year.
- Campaigns consistently delivered on time to approximately 500 stores.
- Ability to respond rapidly to trading or competitor activity thanks to more efficient processes and faster turnaround of jobs.

Country:



UK

Key Customer Benefits:



Cost reduction



Speed



Flexibility and scalability