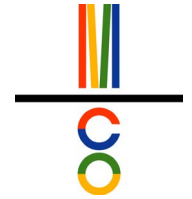


Retail Chain Automates Workflow for in-Store POP Signage.



Mossberg Retail Solutions Automates Workflow



The Challenge.

With over 170 stores and 10,000-plus item and price signs in the stores at all times, the creative and production process for getting shelf talkers and small format POP signs to the stores was incredibly labor and time consuming. The cycle for most campaigns was 3 to 4 months. Working so far in advance resulted in missed opportunities for creating in-store signage based on most recent information from the market. Last minute changes were frequent as were errors. In addition to the current challenges, the company plan for adding over 40 stores per year includes a new plan for regional merchandise and regional pricing. This versioning added much more complexity to an already daunting process. This customer needed to find a new way of doing things, and in retail marketing – they needed it fast!

“Labor costs were reduced by almost 50%. Marketing managers were able to focus on strategy rather than micromanaging the production process [...]”

The Solution.

The Mossberg Retail Solutions team met with the client at their location and mapped out the current workflow for the creative and production process – information gathering through creative files to print and ship. Working closely with the customer team, MRS was able to identify delays, waste and tedious manual processes. After the analysis of the current state, the team then went to work to develop a solution for a future process that would allow reaction to market information in REAL time, produce in-store marketing in a 3 to 4 week cycle and take 50% of the labor out of the creative/production process. The new process incorporates Mossberg Retail Solutions template-based automation for the creative process, a searchable data base for warehousing digital assets, automated distribution of proofs and internal information and low cost printing, kit packing and shipping.

The Result.

Working within a custom web-based Sign Center, all members of the customer team are able to collaborate and make decisions much faster than they have in the past. The cycle time for the creative/production process was reduced by over 75%. Creating the in-store signs closer to the day the

merchandise goes on display allows the retail merchants and product managers to make better marketing decisions based on much more current market conditions. Labor costs were reduced by almost 50%. Marketing managers were able to focus on strategy rather than micromanaging the production process, and the creative team is only involved in oversight now. The new process easily provides for local and regional versioning/pricing with immediate distribution of proofs to the appropriate merchant partners for approvals and input. The Mossberg Retail Solutions team delivered a custom solution that will help this busy team of retail professionals grow their business by over 40 stores per year in the coming years!



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