

KEEPING IT FRESH

How North America's largest supermarket streamlined weekly promotion execution to keep shoppers coming back



THE SOLUTION AT A GLANCE

COMPLETE
Kwikee®
INTEGRATION

Id **100%**
SUPPORTED

BUILT ON

 **DemandTec®**
an IBM® Company

With more than 2,700 stores, North America's leading supermarket relies on circulars to drive weekly traffic. In fact, the company recently doubled down on this strategy by increasing the page count of these ads by more than 40%. Since the company produces and distributes these circulars to tens of millions of customers across the United States every week, perfection is critical.

Producing these circulars depends on ready access to accurate and current product and style images. However, the dizzying frequency of changes to packaging made by consumer packaged goods (CPG) manufacturers required the supermarket's merchandising and creative teams to verify that the hundreds of photos it uses match the physical products on store shelves.

Yet manually importing and distributing hundreds or thousands of product updates daily from specialized data services such as Kwikee and others creates risks of delay and error.

THE CHALLENGE

In an industry built on speed and agility, this leading grocer needed a faster, more reliable way to import, manage, and distribute product and style images and data.

The solution would need to seamlessly integrate with the company's IBM DemandTec Promotion Execution platform and support creative teams in three regional production centers.

Image and data imports from Kwikee would have to be fast and reliable. Creative teams, working under tight production deadlines, required the ability to instantly access current product images at the appropriate resolution for layout in DemandTec and, ultimately, Adobe InDesign.

THE SOLUTION

Genus Technologies, a leader in media management and distribution for retailers and CPG firms, developed and delivered an end-to-end image management solution that allows North America's largest supermarket to create and publish its weekly circulars for tens of millions of hungry shoppers. The platform leverages Genus Technologies' flagship product, Media Upshot, supporting IBM enterprise solutions, including IBM DemandTec.

THE RESULTS

With the Genus Technologies solution implemented, America's largest supermarket gained the ability to plan, produce, manage, and publish its weekly advertising circulars faster and more accurately than ever, with the following advantages:

- **Automated and streamlined product data and image acquisition using Kwikiee Import Connector**
- **Increased support for the entire publishing process, from initial gridding and layout to final creative and printing, with image conversion and rendering**
- **Streamlined merchandising and promotional planning by automatically exporting up-to-date product information to DemandTec Promotion Execution**
- **Best-in-class support for the final creative and review processes, with secure and reliable distribution of high-resolution images to three regional production centers**
- **Comprehensive support for varied production requirements across 19 divisions with demonstrated scale and velocity**

OUR CUSTOMER

The customer profiled in this case study is North America's largest grocer with more than 2,700 stores in 35 states. Their guiding principles of service, selection and value continue to guide the company's operations today. From one grocery store in Ohio more than a century ago, the company now ranks as one of the largest companies in America.

PRODUCTS ENABLING THIS SOLUTION

- **IBM® DemandTec® Promotion Execution**
- **IBM Enterprise Content Management (ECM)**
- **IBM Marketing Operations**
- **Adobe® Creative Cloud®**
- **Adobe InDesign®**
- **Genus Media Upshot™**

GENUS TECHNOLOGIES

Genus Technologies offers a unique blend of experience, expertise and partnership to firms facing complex digital asset management challenges.

Our solutions unify the management of documents, images, video and other rich media, giving you centralized control over all your digital assets. We simplify the process of creating, capturing, managing, sharing and analyzing digital assets so you can achieve more — across departments, channels and geographies.

For more information, visit GenusLLC.com.

Copyright © 2017-2018. Genus Technologies, LLC. All rights reserved. All trademarks are the property of their respective owners.