Success Story

G-P

Site-specific Salesplanners for Efficient Campaign Rollouts





THE CLIENT

The Kroger Co. currently operates 784 convenience stores in 19 states under different banners, including: Tom Thumb Food Stores, Loaf 'N Jug, Quik Stop, Kwik Shop and Turkey Hill Minit Markets. Tom Thumb Food Stores are located throughout Florida and Alabama. The stores offer a limited selection of Kroger privatelabel products, and some stores are served by Kroger distribution centers.

THE CHALLENGE

Tom Thumb was looking for a way to simplify the rollout of monthly POP Marketing campaigns, The Advertising Manager was spending a lot of time putting together monthly store planners manually and wanted to find a software tool that could automate it for her - to spend less time planning each month. Tom Thumb was also looking for a solution to help simplify execution at the store level - to make it easy for store employees to implement the POP advertisements at their specific location.

THE SOLUTION

Tom Thumb is utilizing GSP's three software tools: GSPInstore[™], POPRender[™] and PromoManager[™]. GSPInStore[™] provides 100% site-specific sales planners for each store, and enables Tom Thumb to communicate the activities and instructions needed to execute their plan more effectively and efficiently. POPRender[™] provides sign placement instructions and PromoManager[™] allows each site to understand the promotional retail activity, and specific price points, associated with their location.

Success Story







"GSP's software solutions have simplified the process for rolling out our monthly marketing campaigns - saving myself, and store employees, a lot of time in not only planning but executing at the store level," said Barbara Dobson, Tom Thumb's Advertising Manager. "The custom store-specific salesplanners are great - and provide all the relevant pricing and sign placement information each specific store needs to implement the promotions correctly and on time."