

Success Story



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 private-label 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.

