

Success Story



Site specific kits improve efficiency and execution



THE CLIENT

A grocery chain headquartered in Pennsylvania that operates more than 225 stores throughout the Northeastern United States.

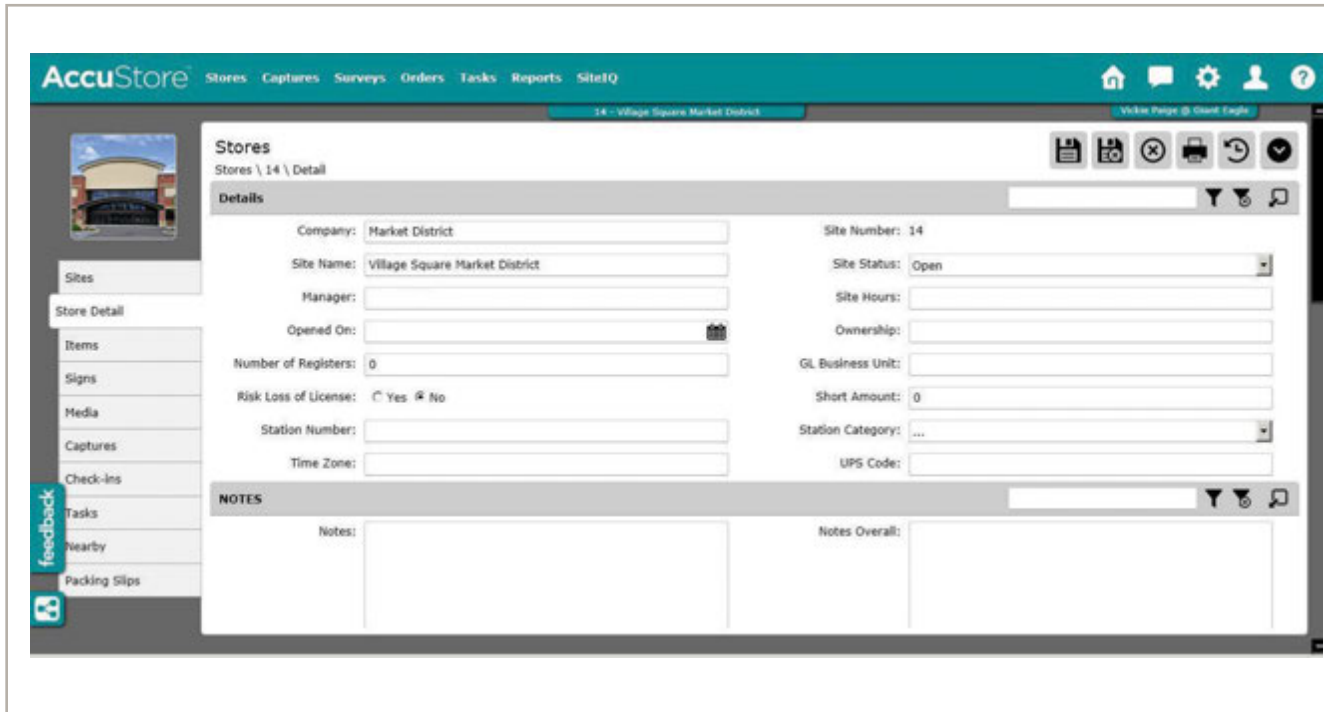
THE CHALLENGE

Given the differences in number and size of the display spaces from one retail location to the next, The customer was looking for a POP management solution to help them get the right signs to the right store. In addition, they also needed a software tool to ensure site profile accuracy for more efficient marketing campaign execution and to help control costs.

THE SOLUTION

GSP provided an intelligence software solution. POPManager[®] manages all aspects the POP campaigns from production to inventory, ensuring every campaign kit is site specific and sent to the right store on time. AccuStore[™] ensures every site profile is accurate and shared across the organization in a secure manner to improve store level execution. Photos can be updated in the centralized photo library to gain insight on store specifics. The site profiles are leveraged to print only what is required at the store and nothing more—for controlled POP costs.

Success Story



“GSP’s software tools have helped us to effectively maintain site profiles, and improve POP management and campaign execution by pinpointing exact quantities for site specific shipments,” said the Senior Manager of In Store Communications. “As a result, we’ve saved an extensive amount of time, costs, unnecessary waste and have truly maximized the return on our in-store marketing efforts.”