

Store-Specific Fulfillment Creates Accurate Marketing Kits and Reduces Costs by Over 30%



ABOUT THORNTONS

Based in Louisville, Kentucky, Thorntons currently operates over 190 stores that provide fresh foods, high quality beverages and fuel in six states: Florida, Illinois, Indiana, Kentucky, Ohio and Tennessee.

CHALLENGE

Thorntons POP provider didn't have the technology required to customize the retailer's POP kits to fulfill each store's needs. The store's POP kits often included the wrong size or type of signs forcing store associates to request expensive second shipments to correct errors. Thorntons wanted to eliminate and prevent this print and financial waste as well as simplify execution for its store managers by ensuring they received accurate materials within their kits. The retailer was also looking for a fast and efficient way to update their store profiles without creating additional work for employees.



SOLUTION

GSP now manages Thorntons' POP program and uses AccuStore, GSP's proprietary store intelligence SaaS solution and POP Management technology. The retailer's POP kits are now 100% store specific. GSP conducted onsite surveys at all Thorntons sites and collected the required sign, architectural and fixture data to tailor programs to each store's needs. AccuStore's Store-Specific Fulfillment technology enabled Thornton's marketing team to generate store-specific POP by marrying category managers' promotional requirements with each individual store.

RESULTS

By integrating GSP's technology, Thorntons experienced a 33% reduction in POP spending. Stores are no longer receiving excess POP materials and kits match the architectural and merchandise needs of each site.