

GSP Software Helps Stripes Streamline Store Execution



THE CHALLENGE

The marketing team at Stripes wanted a way to improve the monthly promotion process and develop store-specific pricing across key categories for its 700+ convenience stores.

THE SOLUTION

GSP's marketing software helps to streamline the execution of promotional campaigns by linking all stakeholders involved. It makes the process easier for store managers and category managers. Dates are built in so they know when they need to enter promotions. Now there are no more surprises as far as what Marketing needs to do and what the stores know to expect. If it's not in the software, it doesn't ship in the monthly kits.



Ensure the right promotions are executed in every store, every time.

THE RESULTS

Streamlines Planning



Track dates and sign placement info. Data is shared so no unnecessary re-keying.

Automates Communication

Campaign: January/February 2017 Cooler (01/04/17-02/28/17)
Customer = Sunoco, Inc.; Promotion Campaign = January/Feb

#	Promotion Dates	Promotion
Category: Cooler/Package Beverage		
118416	Jan 4-Feb 28	AQUAFINA WATER 1 LITER
Promo Text: (N) AQUAFINA / 1L / 2 FOR \$3.33 / REGULAR FOR ONE		
Having these Store Types (Any) All Convenience Stores		
In these States (Any) CT, NY		
Not Having these Store Types (Any) APlus - Turnpikes, Optima Stores, Project He		
118417	Jan 4-Feb 28	AQUAFINA WATER 1 LITER
Promo Text: (N) AQUAFINA / 1L / 2 FOR \$3.00 / REGULAR FOR ONE		
Having these Store Types (Any) All Convenience Stores		
Not Having these Store Types (Any) APlus - Turnpikes, PKG BEV - Optima, Projec		
118415	Jan 4-Feb 28	AQUAFINA/AQUAFINA SPLASH 20 OZ
Promo Text: (N)AQUAFINA / AQUAFINA SPLASH / 2002 / BUY ONE GET ONE F		
Having these Store Types (Any) All Convenience Stores, Optima Stores		
Not Having these Store Types (Any) APlus - Turnpikes, Protect Heart		

Reporting capabilities are even helping to facilitate stronger meetings.

Improves Execution



Store Prom With

Store # 5

Promotion Dates	Promotion (Product / Package.)	Sign Types
Category: CIGARETTES		
Promotions		
Jul 6 - Aug 2	Marlboro, Mediums, 27s, Skyline, 83s PACK:	1.5 x .75 c
Jul 6 - Aug 2	Marlboro, Mediums, 27s, Skyline, 83s 2 Pack	
Jul 6 - Aug 2	Marlboro, Mediums, 27s, Skyline, 83s Carton	

Store-specific summaries let each store know what to expect in the monthly kit.