

## Getting the message right - everywhere

The vast majority of a retailer's marketing budget is aimed at making a customer's visit to the store an inviting prospect. Whether led by a special offer or the warm glow of buying into a top brand, the advertising message is key to generating footfall for the store.

As fuel prices continue to rocket, shopping visits are sure to suffer. It is, therefore, essential to focus on conversion rates and the instore message is absolutely key to this. However, research has shown that only 5% of marketing budgets are spent instore and yet 75% of buying decisions are made at the point of sale, so it is important that the sales message is followed right through into the shop. Customers will be put off if they cannot find the deals that were advertised. Every item needs to reflect the messaging that they have seen in the press, on the TV, or in any of the other myriad media that customers interact with prior to visiting the store.

Materials instore need to communicate all the benefits, giving a clear view of why this is a good deal - making it easy for the customer



to move straight to a buying decision.

Many advertising agencies are measured on footfall and with good reason. There is no point in spending millions on promotion if customers do not come to see the goods. Most retailers will have a sense of the cost per visitor in marketing activity, however especially in these leaner times, knowing the sales per visitor is key to ensuring that every

marketing pound has worked to its absolute maximum.

Every element of a marketing campaign needs to come together to ensure that potential customers become spenders. Budgets do not need to change much but attention to detail is paramount. Where is the product? What does it cost? Why is it a good deal? Answer these questions right and the sale is made!

### Figure it

Pierhouse can deliver...

- 10%** cost savings
- 100%** planning efficiency
- 50%** reduction in labour
- 80%** reduced waste
- 85%** instore POS compliance

...with its smarter approach to executing marketing campaigns.

## New signage solution



**eastman**  
promotional online solutions

Pierhouse has acquired instore signage solutions specialists Eastman-POS and now offers net.tickIT, a browser-based, best-of-breed sign and ticketing solution.

Aimed at multiple retailers it incorporates the flexibility to print either in store or at head office, or a combination of both.

The web solution provides head office with central control over POS while enabling stores to locally ticket all their promotional items. By interfacing with central merchandising systems, store-specific signage can be generated cost-effectively in line with store layouts.

Pierhouse is partnering with AccessVia, whose solutions are live in 150 US retailers and in daily use in some 50,000 outlets.

# Somerfield uses net.tickIT magic to reduce costs

Somerfield has saved more than £500,000 a year on the cost of creating tickets, since introducing the net.tickIT instore-ticketing system. The solution enables the stores to select and print locally last-minute offers and replacement POS in 50% less time than before. It is proving extremely effective, particularly for the generation of replenishment tickets for promotions and fresh produce lines that require country of origin and class details that frequently change.

The new system, which allows Somerfield to retain control of the entire POS estate, is generating store-specific promotions, improving compliance and allowing individual stores to create instant local signage, whilst referencing the central product data for accurate descriptions.

Adrian Peace, Head of Simplification & Productivity, says, "Daily changes are simple and we can respond to market changes very quickly. The stores have commented on how easy it is to use the system and our central marketing team is delighted with its flexibility."

Additional benefits of the web-based solution give head office users the ability to audit stores for compliance and respond to urgent signage needs immediately.



*"net.tickIT provides us with an extremely manageable application that makes it easier for us to deliver a consistent POS message to customers across our 900 plus stores, as updates can be sent to all branches at the touch of a button."*

Adrian Peace,  
Head of Simplification & Productivity

# Sportsdirect.com gets the picture

Sportsdirect.com can now be assured that the images in its latest campaign are the same around the globe thanks to its new digital asset management system provided by Pierhouse.

With more than 500 stores, with fascias that include Sportsdirect.com, Sports World, Field & Trek and Lillywhites, selling product from Nike, Adidas, Reebok and Umbro alongside group brands that include Everlast, Lonsdale and Dunlop, it was not surprising that the company at one time was dealing with hundreds of thousands of images and numerous asset "owners", some of whom were creating their own images for single regional use.

"In retail it really is important that everyone is working with the most up-to-date, and accurate, material and the only way that can happen is if the assets are accessed from one central location," says Vinny Smith, Marketing Manager.



Once Sportsdirect.com had committed to the Pierhouse solution it took just six weeks for it to be up and running. "Pierhouse helped to train our staff and the system is extremely easy to use," adds Smith, "I particularly like the accessibility and search features which is saving brand managers considerable time as they only need to look at the products within their area."

Cost savings also include the fact that the company's partners no longer need to organise their own photoshoots. They can now obtain high quality images from a "single point of truth" in its

UK headquarters, yet the business still has full control over who has access and audit trails what has been downloaded.

While designed as an "out of the box" solution running independently of the retailers' core IT infrastructure, Sportsdirect.com saw additional benefits in linking the two.

"Our IT department has created a new workflow application that links to the Pierhouse solution so that images can be drawn down and then used to populate the website," says Smith. Additional corporate benefits are that pressure on the company infrastructure has been reduced as staff are no longer constantly burning and distributing images and less disc space is being utilised.

*"We knew that we needed to avoid duplication and have a more effective way of communicating our assets around the globe."*

Vinny Smith,  
Marketing Manager



## Pret A Manger praises the launch bible

Technology may be able to solve many a retailer's problems but there are times when there is nothing better than a hard copy of a document to get the message across. Pret A Manger is one company that is using a printed "bible" to ensure that all the promotions in its stores are displayed correctly.

"As we got bigger and our shop profile became more complex with different sized shops and with different local requirements, we needed to be able to better communicate and individualise the presentation of our promotions and new product launches," says Yumi Li, Range & Merchandise Manager. "In the past we just printed pdfs of layouts, but neither the presentation nor the image was good enough. We needed something better and were impressed with a document that Pierhouse has produced for Waitrose and decided to create something similar."

For the Pret bible, Pierhouse has produced templates for the standard sections so that text and pictures can be automatically incorporated. For other sections Pierhouse creates new artwork. The emphasis is very much on visual interpretation rather than words.

The bible is produced four times a year to tie in with Pret's new season's launches. The latest version has been divided into two – one for front of house staff and one for the kitchen.

"A major benefit is that virtually every shop now has the correct product display. With so many people involved in something like the launch of a new product, it is important that all the information can be found in one place. Pierhouse really listened to our needs and created an amazing document," confirms Li.

The bible is used in conjunction with the Pret Online Stock Room, an online ordering system created by Pierhouse, whereby staff can only view and order point of sale items that are appropriate for their branch, thereby reducing waste and improving compliance.

*"The launch bible is an absolute triumph; my team and the operations team absolutely love it."*

Yumi Li, Range & Merchandise Manager

# Waitrose gets the ticket



The service counter tickets and the complementary over counter signage for the meat, cheese, fish and wine departments in the 17,000 sq ft John Lewis Foodhall From Waitrose have been supplied by Pierhouse, marking a further collaboration between the two organisations that have been working together since 1989.

The project combines Pierhouse's expertise in the provision of in-store marketing solutions with its creative skills so that the price tickets and signage, which advise customers on product provenance and special attributes, are in keeping with the overall look created by design consultants JHP.

Providing tickets for service counter areas is a complex challenge due to the variety of prices and weights and emphasis on Health & Safety. Waitrose required a company that could manage the entire project - from sourcing the base material for the tickets and signage and developing a layout and style for the data and the images, to formulating the process to capture individual product information and generating the tickets and signage for the launch, as well as handling re-ordering and new items on a regular basis.

Pierhouse decided to meet the challenge by creating a process based on its proven automated artworking solution that can feed print ready pdfs to printers anywhere in the world and which was already producing tickets for Waitrose branches. The benefit of this system is that it can produce

*"Pierhouse was chosen for both its knowledge and expertise in providing store specific ticketing and customer communications, as well as the efficiency it has demonstrated with the other Waitrose projects."*

Steve Scott, POS Administration & Customer Demonstrations Manager

2,000 unique artworks every hour, whereas a traditional studio is only able to create 10 an hour. These artworks include text and full-colour images and a range of layouts to reproduce key promotional themes consistently.

As every piece of print has an asset number, staff can easily request duplicates through the Branch Request System that links into the Pierhouse solution.

Pierhouse's system allows Waitrose to place orders for replacement tickets up to 4pm on any day and receive precise, personalised tickets the very next day. More than 80,000 variants are held on the system.

## Technology Focus



## Phone that screen

The information displayed on digital screens at the food counters at Waitrose's Food & Home store in Canary Wharf, London, is sent by an SMS message from a mobile phone.

This new "hands free" method of menu management, was conceived for Waitrose by Pierhouse. The ultimate in plug-and-play, the screens simply plug in to the nearest power socket and pick up the necessary mobile phone signal. Information, sent as jpegs and short mpegs, provides a high quality presentation and the possibility for a limited amount of on-screen movement. The system requires no interaction with the onsite computer systems, therefore avoiding any issues relating to firewalls or bandwidth.

Waitrose now has the flexibility to change messages during the day, something that is not possible with traditional POP. The fact that store staff do not have to worry about the screens and their contents, means that they can focus on the primary role of interacting with customers. Screens are also sited at the salad, juice and baguette counters and apart from promoting what is available at each location, they also include marketing information about other products, to encourage up-selling and cross-selling.

## Changing POP fast

An increase in demand for tools that will enable retailers to change a product price or offer across all their POS marketing output as fast as it can be amended in their EPOS system, is being met by Pierhouse.

"To gain competitive advantage retailers today need to be able to change a price or a message within hours, if not minutes, and certainly, not days, across their marketing media – both print and digital," explains Ian Hook, Managing Director, Pierhouse, which has expanded its suite of solutions to meet this need.

"We can change a screen image in 10 minutes and the printed collateral across a retailer's entire estate of hundreds of stores within two hours – and at every level we know that the message will be on brand and in store compliant and measurable," says Hook.

## Get the demo



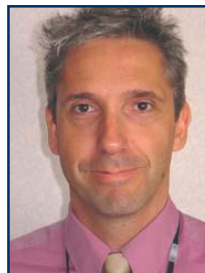
The Pierhouse ticketing and asset library solutions are now available as free online demos, just visit [www.eastman-pos.com](http://www.eastman-pos.com) and [www.rightasset.co.uk](http://www.rightasset.co.uk) to find out more, or call 0844 5832 242 to book an appointment.

## Views from the team: The future online



Geoff Clifton  
Business  
Development  
Director

"As more people shop online there is a need for instore POP to be able to respond to price movements on the web. Linking central databases to POP systems with branch level printing capability allows intraday price changes. Exception reporting can then allow marketing managers to actively monitor and manage compliance."



David Jenkins  
Business  
Development  
Director

"A wealth of material is produced for the website to compensate for a purchaser not being able to touch a product and be provided with a satisfying shopping experience; much of that can be reutilised in store: mood imagery, tasting notes, live demos, installation simulations."



Gordon Grant  
Senior  
Consultant

"While instore POP is benefiting from the breadth of information that needs to be created for the web, the creators of the online messaging should be working with the systems and processes in place to create instore messaging so that there is zero duplication, minimum errors, less waste and above all a faster turn round of material."