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Answers for industry.

The process that once took weeks
now takes minutes

Promotional packaging and display

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Best-in-class consumer goods manufacturers are modifying their in-store promotional processes to eliminate bottlenecks, enhance efficacy and ensure profitable growth.

Getting to market quickly and effectively



Getting to market quickly and effectively has always been central to the success of retail brands. That's truer today than it has ever been before, especially when it comes to promotional packaging and displays.

There's a seismic shift underway in consumer packaged goods marketing as more resources are being poured into in-store promotions, loyalty point programs and point-of-sale marketing. In fact, the conversation has shifted from how to enhance the consumers' brand perception to how to change their purchasing behavior inside the store. Increasingly, the brand war is being won on the store floor.

Consider the following facts:

- Both brand and retail marketers rate "in-store activities" as providing the highest returns on their investments
- Seventy-six percent of purchase decisions now occur in the store¹. More than one in six purchases are made when a display with that brand is present in the store
- Brands compete for prime in-store real estate more than ever. For this reason innovation, speed, accuracy and visual appeal are all critical to successful execution

¹ POPAI Shopper Engagement Study 2012. From: "Winning the In-Store Purchase Decision"; Lily Lev-Glick; Shopper Sense.

There's a seismic shift underway in consumer packaged goods marketing...

Winning the battle of the brands

To a growing extent, brand competition is being won on the store floor.



Clearly, the battle for retail brand dollars will only intensify. As in-store competition increases, how will you win more of these opportunities from your competitors? And what are the keys to winning in this environment?

The companies that want to fully leverage in-store opportunities will need to focus on marketing innovation through unique displays, product combinations and pricing strategies to drive single-category and cross-category sales. Investing in innovation and brand building leads to improved sales that mean increased gross profits and, ultimately, increased gross profit margin.

Why is innovation so critical to winning this battle?

Because up until now, getting to market with promotional packaging and displays has been a slow, manual, cumbersome process that always seems to take longer from a retailer's perspective, and does not always meet the strategic targets and cost hurdles from a brand perspective.

That's because getting an in-store display to just one outlet is a complex, multi-layered and, frankly, bewildering process in which you must account for many priorities, constituencies and regulations. The level of corporate chaos is multiplied exponentially when you consider attempting to get promotional packaging and displays to multiple retail outlets on a regular basis!

What makes it so hard to pull off? First, there is the sheer number of departments involved, including sales, brand management, creative services, finance, legal, packaging and logistics.

Second, one department is dependent upon another's approval, so the process is rife with many natural log jams.

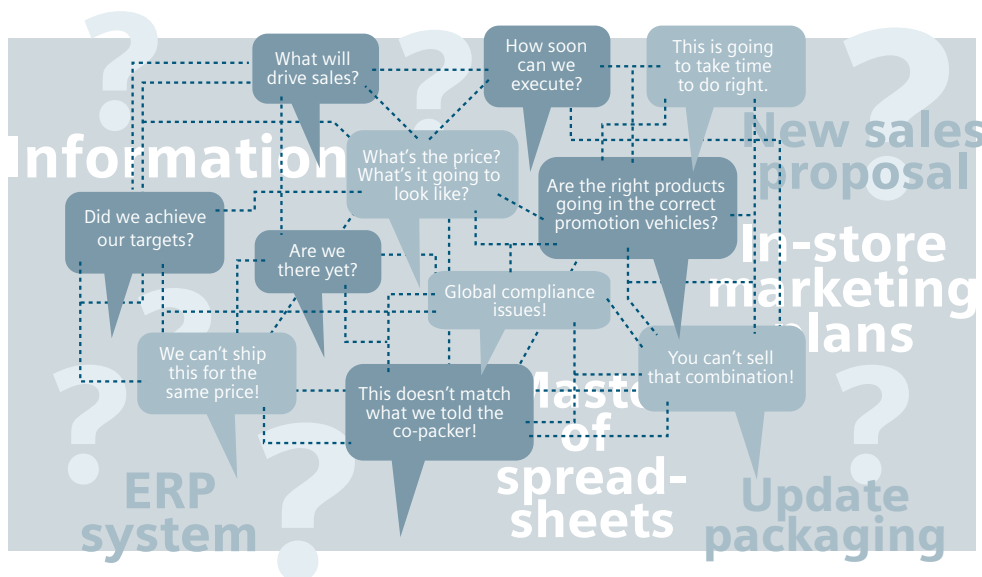
Third, many critical questions must be answered, including (but hardly limited to):

- What will drive sales?
- What are the associated internal and supply chain costs?
- How soon can we execute?
- Are the right products in the right vehicles with the right signage?
- Does this match what we told the retail buyer?
- Does this meet our global compliance standards?

Each step requires an approval process, and each question requires an answer. Imagine the opportunity cost of letting another brand seize valuable retail real estate while your product is undergoing a laborious design and approval process, and you are trying to determine the answers to these questions.

Best-in-class consumer goods manufacturers are modifying their promotional packaging and displays processes to eliminate bottlenecks, enhance efficacy and ensure profitable growth related to in-store execution.

Promotional packaging and displays today



They are significantly reducing the time it takes to produce custom promotional packaging and displays without increasing resources.

Can your current environment achieve this? If not, we would like to talk to you about how you can transform your change to promotional packaging and displays process.

As a global leader in the consumer packaged goods industry, Siemens PLM Software can help you reduce time and cost for standard and custom promotional packaging and displays.

Things are never static in this business. You're either gaining or losing the brand war.

Automating the promotional packaging and displays process

The system tracks, manages and optimizes the end-to-end process.

The Siemens approach is well defined and suits the objective of fueling your promotional packaging and display growth strategies.

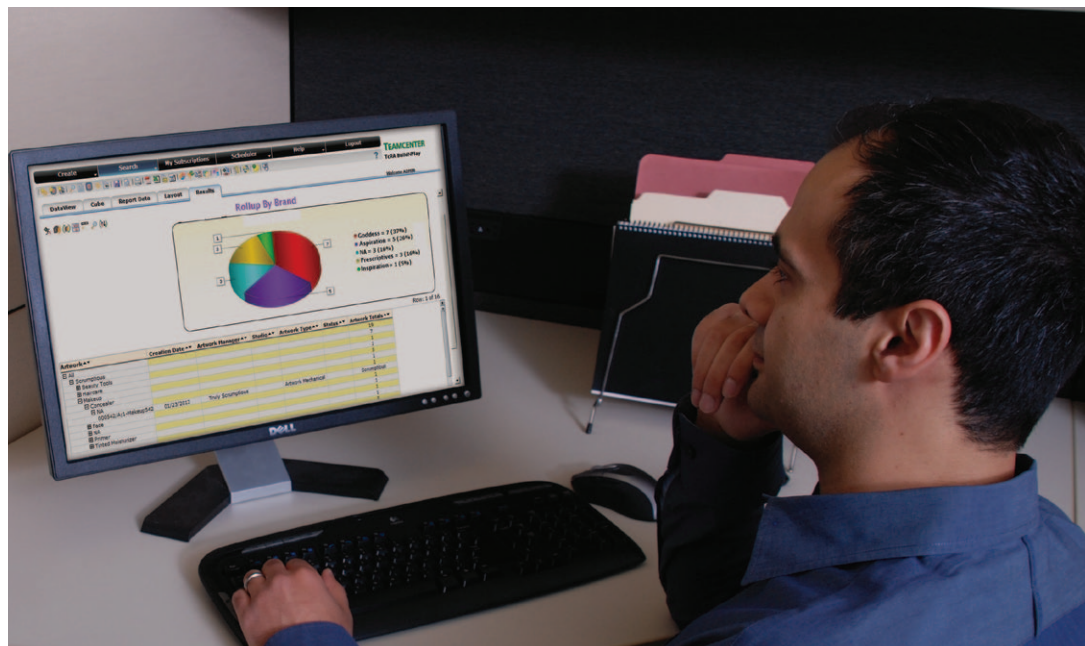
Our solution solves problems based on your brand's business profile by incorporating brand standards and driving key business and technical rules, thus enhancing the productivity of your field sales and operational support teams. The Siemens PLM Software solution provides you with viable options based on customers, available marketing collateral and physical constraints. Our solution has instant 3D visualization capabilities with geometrically accurate images, and is optimized and compliant, ensuring a sellable AND shippable display. The displayed image can be universally interrogated, marked up and understood. The system

tracks, manages and optimizes the end-to-end process. The appropriate documentation, such as specifications, instructions and costed bills of material, can be automatically generated. Reporting and analytics are triggered to benchmark progress and evaluate the program for cost and timing targets as well as other key performance indicators.

This means the process that once took weeks now takes minutes.

Contact us to learn more about how we can help you significantly compress the time it takes your company to deliver all promotional packaging and display vehicles.

Reporting and analytics are triggered to benchmark progress and evaluate the program for cost and timing targets as well as other key performance indicators.



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