Media & Display

Media & Display provides both a controlling and collaborative role in managing the overall marketing and merchandising activities, setting the strategy and detail plans for the year, quarter, weeks and days for all marketing, communications, campaigns, events, promotion and advertising activities to drive branding, messaging and traffic generation needs.

Market Planning

The merchandising plan defines all promotional campaigns or marketing activity; each campaign event can have many different activities covering promotions offers, ads, display, media, etc. Campaigns are set up with an outline description of goals, objectives, budgets and financial performance goals. Marketing activity could be exclusive to one supplier providing funding or one store (opening or refit) or a group of stores or banner/format. The Event Management module allows the input of external market, economic and demographic data that can be used to fine-tune forecasting.

Media Planning

The Advertising module connects seamlessly with the Marketing Plan, Event Plan and Promotion Plan all of which can be managed collaboratively; Advertising and Media Plan collate all the advertising activities by advertising type such as flyer, poster, newspaper, TV, radio, email, web, etc. and providing templates to flush out key details to drive development into actionable ads. These templates provide structure for the building of the ads, identifying items to be included, their size and position within the ad and all marketing messages. The use of Workflow and Change Management is critical in these areas where a department can be working on multiple ads many weeks into the future with potentially 1000s of offers to be placed into ads. Retail Express analytics using Elasticity Demand Models provides real-time simulation of the impact of using different types of media.

Ad Development Studio

The Retail Express Media, Advertising and Promotional functionality creates the layout, positioning, content, messaging, price and offer detail for all types of advertising and media to support Adobe 'InDesign'. Ads created in the solution can be finalised by graphic designers in their chosen environment. The combination of the Retail Express solution and Adobe 'InDesign' creates a seamless and optimised process for producing ads cost effectively with much higher quality with fewer errors and much quicker. The Advertising/ Media module provides functionality to pass the templates, layout, content, digital assets and messaging details to 'InDesign' and other relevant tools in a controlled and secure manner.

Promotional Store Displays

The solution provides functionality to manage the identification and set up of in-store Promo Displays for all stores within a banner format or group of stores or a specific store. Place promoted products in 'displays' that have the highest profit margin for your business, and track increases in purchases of products on your store's end caps or gondolas, dump bins, shelf talkers etc.

versus standard sales. Maintain all store display types and their distribution across the store network. Allocate promotional products to each 'display' to support the Promotional Plan. Use the store's merchandising displays to boost the performance of your products.

Workflow

The workflow capabilities allow both management of tasks and milestones for the development and production of events, as well as the management of the task status. The development of a single marketing instrument, such as a flyer, requires the coordination of many users working across several departments managing activities over 8, 13 and in some cases 26 weeks into the future. Systematic workflow processes are crucial when you consider that a multi-format retailer might have 30 or more marketing and merchandising 'entities' in development at any one time. The Workflow module provides management of due milestones, chasing users for task completion and making progressive attempts to place marketing instruments like a 'flyer' under change control.

Algorithmic Retailing (AI)

Category Management

Promotions

Intelligent Merchandising

Media & Display

Pricing

Supplier Collaboration

Media Planning

Catalogue Management

Media & Display

Media Review

Media Analytics

Signs & Shelf Edge Labels