



Demand more from
your retail marketing.
HP Retail Promotion Manager



Reduce costs and boost sales.

The HP Retail Promotion Manager provides a solution for retailers seeking to streamline and simplify the management of marketing campaigns and product promotions. Using the power of integrated digital workflows and publishing technologies, cost, waste and inefficiency are minimized resulting in timely, more effective customer communication.

With retail campaigns often spanning multiple channels—in particular catalogs, flyers and POS signage—this solution automates the process of combining marketing assets with product information and publishing them across a variety of mediums, both printed and electronic.

This modular and flexible solution spans both head office and in-store promotional activities, including:

- Centralized campaign management
- Collaboration with external agencies
- Catalog, brochure and flyer compilation and layout
- Image and marketing asset management
- Signage publishing and production—in-store, centralized or at regionally distributed locations
- Multi-channel communication and data repurposing

It is particularly relevant to retailers who want to:

- Streamline promotional campaign management.
- Improve marketing processes.
- Improve productivity and reduce waste.
- Create effective integrated campaigns.
- Improve brand conformity.
- Increase sales.
- Collaborate with manufacturers and leverage their brands.



The changing retail landscape

The face of the retail industry has changed significantly in the past decade, most notably with the introduction of new channels, broader competition for customers, new market niches, greater segmentation, and easier access to product information. Many of these changes can be linked to advances in technology and the continued consolidation of retail brands and geographic markets.

Retailers also need to meet time-honored goals, such as increasing sales without necessarily opening new stores, improving the shopping experience, and building long-term customer relationships and brand loyalty. Plus, the desire for a competitive differentiation is as strong as ever. While laboring within a tough worldwide economy, most if not all retailers are under pressure to improve their bottom line results—through greater efficiencies, cost reduction and higher sales.

Managing campaign complexity

Almost everyone involved in promotional campaign creation and management in retailing knows that it can be an exceptionally complex task. The operation often depends on numerous, disconnected processes and systems—challenged by increasingly tight deadlines, changing priorities and frequently incomplete information.

The many disparate players—internal marketing staff, external creative agencies and manufacturers—rarely have the luxury of working as a unit or with a unified information database. As a result, content for promotions is created again and again as information has to be tracked down, entered, updated, verified and often reentered. As many retailers market across several channels and via diverse media, the process inevitably results in costly duplication, waste and inefficiency.

Welcome to the digital revolution.

Many retailers are experimenting with digital technology—for example plasma displays and electronic shelf edge labels—and discovering the power to present and update attractive marketing content. Imagine these same benefits applied to catalogs, flyers and in-store signage and that's exactly what HP has achieved, but at a much lower level of cost investment and with an easier adoption process. By harnessing the power of variable data digital publishing, constraints are removed from the creation of targeted promotional material, which can be updated and delivered automatically, whenever and wherever it is needed. From this solution comes informative, compelling communication that attracts greater attention and shopper interest—and hence sales.

Caprabo cuts costs, trims turnaround for POP production

One of Spain's largest supermarket chains, Caprabo, implemented the HP Retail Promotion Manager for creating POP materials. The program involves the creation of over 750,000 unique signs per month for centrally coordinated promotions, spanning 580 stores. Caprabo also uses the solution to create thousands of signs each day at the store level to support local promotions.

The HP variable data production system enables campaign managers to apply standard promotional themes to campaigns. It incorporates information for thousands of products and has the material needed to support the promotion created and to distribute it automatically to their network of stores.

To date, material created by the HP solution has shown both financial and aesthetic benefits. In a test comparing outlets, the new POP generated higher sales versus the stores using the traditional materials. Shoppers have also expressed preferences for the graphic and communications appeal of the end caps, stoppers, labels and product information signs created with the HP Retail Promotion Manager.

Speaking of the HP solution, the marketing director at Caprabo said, "In Caprabo, we are really comfortable and happy with HP's digital publishing solution because it has given us the right product at exactly the right time. Working with HP, we started with an idea and now we have a reality. That reality will allow us to grow over the years, be more efficient, reduce our costs and offer our customers a key element that differentiates us from our competitors—something new and different that gives them service and value."



The HP Retail Promotion Manager: aligned to business needs

The company that helps transform enterprises worldwide with advanced technologies for IT, networking, printing and imaging is doing the same for the retail industry. The HP Retail Promotion Manager is a sleek, structured solution that radically alters and improves promotion management. Uniquely, the HP solution supports every stage along the path of promotion management—from marketing campaign inception to execution and material production—as well as ensuring that promotions are integrated across multiple media.

The HP Retail Promotion Manager is an end-to-end solution addressing the major issues of retail campaign management. It provides:

- A simplified and unified workflow to significantly lower cost and speed up campaign planning and execution.
- Process automation—from buyer to store—to create high-impact, customized materials across a wide variety of formats and locations.
- Marketing material creation using region and store range data as an automatic filter.
- Accurate processes, reducing staff costs and enhancing confidence.
- The flexibility to grow and adapt to market changes.

Solution approach

At the core of the HP Retail Promotion Manager is a unique digital information workflow—a common, online working environment for the internal and external players involved in campaign creation and management. All the internal and external parties—marketing departments, agencies, manufacturers, IT managers, brand managers, print providers and others—can be linked within a unified enterprise environment. Plus, they all draw from a common data repository for campaign messages, images, graphics, and templates—thus producing consistent, clear, and compelling promotional material.

Through the simple software interface and a flexible campaign management application, users gain power to channel product and promotional information, held in their central enterprise systems, directly into the creation of marketing material—incorporating color, images,



graphics, product descriptions, prices and even language variations automatically, whenever they are required. This approach is the key to enabling real-time targeted marketing in a retail context.

This digital content creation process is also used to drive a flexible and dynamic digital print and publishing network linking centralized print capabilities, outsourced print service providers and in-store print hardware.

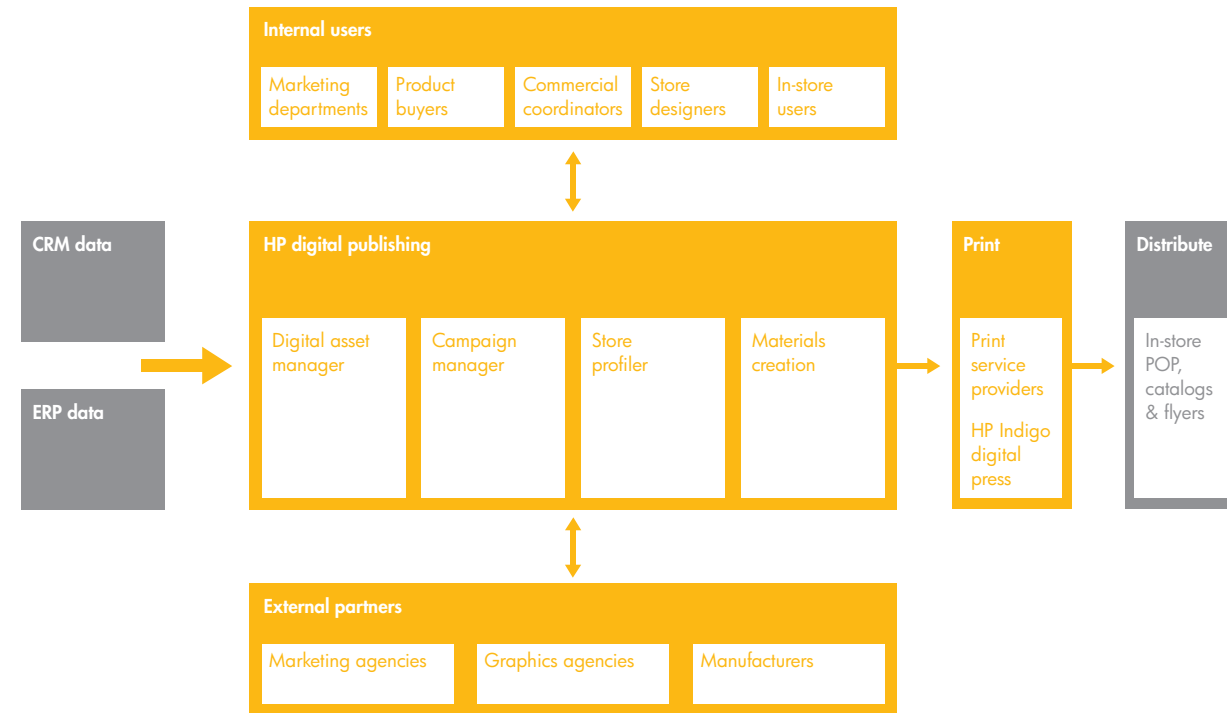
Marketing for the adaptive retailer

The HP Retail Promotion Manager also facilitates unprecedented collaboration among retailers and manufacturers. Helping to maximize sales, both parties can now respond quickly to market changes, product revisions, and consumer needs with new collateral. For the first time the retailer is able to fully coordinate with the manufacturer's advertising and promotion campaigns, and leverage the manufacturer's brand strengths through in-store promotions without compromising its own brand identity and corporate image.

A further benefit of digital content creation and print production is that only materials required are produced—neither more nor less, in exact quantities, correct sizes and shapes, at the scheduled time to meet the needs of specific stores and locations. It liberates retailers from the constraints of conventional production techniques. Artwork creation timeframes and the limitations of traditional

print technology no longer dictate that anything more sophisticated than simple text signage has to be produced on a "one size fits all" basis and distributed physically to each store. HP's digital publishing technology now means that marketing material, including printed signage, can be created quickly, updated automatically, adapted to local market needs and distributed electronically, with previously unheard of speed and efficiency.

Through this solution the adaptive retailer is given the ability to link in-store messages with TV, radio, print and electronic communication. By establishing a digital publishing platform, the HP solution can be linked directly to other modules in HP's marketing services portfolio, allowing CRM data to be used to create targeted, personalized direct mail and other forms of one-to-one communications.



Control the brand to create an ideal shopping experience.

For the first time, a solution is available that allows marketing managers to control branding centrally to avoid misuse. Yet the application also gives local branches and outlets the ability to produce localized material based on approved branding elements to support local promotions or respond to local competitive pressures.

It's a fact: Shoppers respond to fully integrated marketing programs and compelling, graphical POP signage. Another reality is that, by doing a lot of product research via the Web, many shoppers arrive at the store with a good deal of product information already in hand.

The HP Retail Promotion Manager also provides a unique opportunity for retailers to connect the shoppers' out-of-store experience with their in-store experience. The solution simplifies the coordination of all messages and branding across media and marketing channels. So when a shopper arrives at the store, the signage and the messages are more effective.

Adaptability: integrating with existing and legacy systems

HP realizes that many retailers may have already developed and implemented systems and applications that are critical to their business. This is why we have taken a modular approach to the solution architecture, thus allowing it to be integrated seamlessly into any existing components and established enterprise systems.

HP can also draw upon the breadth of its global Consulting and Integration and Support Services to provide the skills necessary for effective implementation, training and support.

Variable Data Publishing

The engine driving the HP Retail Promotion Manager is variable data publishing (VDP). Anyone who has done mail merge in a word processing package is familiar with the concept of customizing documents to suit a number of individual recipients. Now, imagine this concept scaled to a much higher level—where a single application can automatically create catalogs, flyers or every promotional sign in a network of hundreds of stores in a similar way. With absolute precision the solution reflects different product information, images, price, language variations and even size and format variations.

This is exactly what HP has done, introducing the concept of real-time targeted marketing to the world of retail.

VDP challenges many of the longstanding constraints imposed on marketers by the limitations of conventional publishing. It combines approved content, data, images, background templates and graphics from a common database and merges the selected items into any number of unique documents. Automatically, the files are sent to the most appropriate print production and distribution location. It means that signs can be created in full color with product images and information in 100% conformity to brand standards, across a full range of approved sizes and formats.

Digital content creation and repurposing is also ideal for use across a variety of media and marketing channels.

HP: helping retailers adopt real-time targeted marketing

HP has the proven experience and track record for providing enterprise-class solutions to the world's leading companies. With its full support, training and service approach, HP assumes the leadership position in establishing real-time targeted marketing across all industries. This also makes HP an ideal partner for you.

HP's end-to-end digital publishing solution is driving the momentum for much needed change in retail marketing. Designed to streamline the creation and production of retail marketing communications, HP solutions enhance your ability to acquire and retain customers at a lower cost.

HP solutions maximize your ability to produce higher value services and strengthen customer relationships. As a result, HP helps you stand out in the market, meaning more business and more profit.

No other company within the sphere of digital printing matches HP's global reputation for innovation and its tradition of services and support. No other company delivers greater across-the-board expertise, and no other company offers you such an accomplished array of start-to-finish solutions.

Call HP to discover how the HP Retail Promotion Manager can improve your return on marketing investment.



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