



Controlled customisation of store collateral reduces time to market



Marketing-led business

POCO is a successful home furnishing retailer. The value brand sells a wide assortment of furniture, textiles, electrical and household goods. POCO operates more than 125 superstores and, with a sales turnover of €1.6 billion in 2017, is one of the largest home furnishers in Germany.

The marketing-led business uses promotional advertising to drive retail footfall. High impact yellow and red POCO-branded flyers and newspaper supplements are used to promote special offers. The offers are replicated in store with point of purchase advertising and promotional price tags.

MarcomCentral, Ricoh's marketing platform

POCO created localised versions of campaigns inhouse and there was a full-time employee dedicated to the preparation of promotional price tags. The marketing processes were time consuming and costly. Keen to improve agility, POCO looked for a digital marketing platform.

Ricoh's solution, based on its MarcomCentral platform, allows POCO to manage promotional assets in-house; improving control and reducing time to market. In addition, Ricoh's FusionPro workflow supports controlled branch-level customisation and provides an automated end-to-end workflow for price tags.

40%

time saving improves flexibility and reduces time to market

"Our marketing processes were disjointed. We were looking for an easy to use digital solution that would improve flexibility whilst safeguarding brand integrity. Ricoh ticked every box."

Sabine Rittmeyer,
Head of Marketing

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“MarcomCentral has given us control of our marketing. Stores can create customised on-brand collateral at short notice, reducing the time to market, and we can dynamically change promotional content, adding new products and pricing.”

Sabine Rittmeyer,
Head of Marketing



Controlled customisation

The POCO-branded portal streamlines the distribution of marketing assets and allows on-brand creative templates, created by POCO’s central marketing team, to be customised at store level. Controlled customisation protects the integrity of the collateral and, because there is no need to use external agencies, it saves POCO time and money.

FusionPro is an industry leading variable data publishing (VDP) solution which brings template design, data file definition, business logic and print string creation together in a single intuitive application. In combination with MarcomCentral, it enables POCO to create and implement personalised on-brand marketing collateral in-house.

Dynamic forms layout

Price tags are generated in a separate FusionPro workflow. The application supports dynamic forms layout, enabling variable data content that has been cleansed in /data.mill, a separate solution, to be automatically composed within the templates. The ‘lights out’ workflow eliminates the need for manual processing, saving time and reducing errors.

The solution has transformed POCO’s marketing dynamics, significantly reducing time to market and enabling the company to run a wider variety of revenue generating promotional campaigns. With no need to use external agencies and internal headcount released to other projects, the company is also enjoying considerable cost benefits.