




TAYLOR

POINT-OF-PURCHASE DISTRIBUTION

Optimize retail marketing through better targeting and hassle-free distribution



Increase your **efficiency** with more accurate quantities and improved **distribution** while enhancing the effectiveness of your message through better targeting.

That's **POP optimization**.

Take the Hassle Out of POP Distribution

Today's retailers strive to create an engaging environment for shoppers, one that will stimulate new trials and repeat purchases. Point-of-purchase (POP) materials, properly displayed, can make the difference in whether consumers take action.

Many stores, branches and quick-serve restaurants struggle with timely, efficient distribution of their POP materials. After all, it's a very complicated job. Does your organization face any of these hurdles?

- Missing or damaged banners, posters, signage
- Incorrectly sized signage for available slots
- Delays in campaign launches
- Excessive freight costs
- Poor execution by local staff
- Inappropriate offers or promotions for local market
- Inability to target messaging by location

"We saved \$18 million our first year with Taylor's help."

When Taylor analyzed the retail distribution methods of one of the nation's leading wireless providers, we found ample ways to save them money. Today the company saves \$18 million annually on retail POP distribution. Here's how:

- \$5 million in warehousing and distribution costs
- \$7 million in freight costs from shipping consolidations and packaging weight reductions
- \$6 million by reducing obsolescence

Taylor's Profile Manager technology platform and national distribution network can help you clear these hurdles.

You work hard to create strong marketing programs. Consider all the time, effort and expense required to develop and deploy effective retail promotions:

- Marketing defines the campaigns and offers
- Design develops attention-grabbing graphics that complement your facilities' layouts
- Store operations gets consumer-facing associates trained and ready

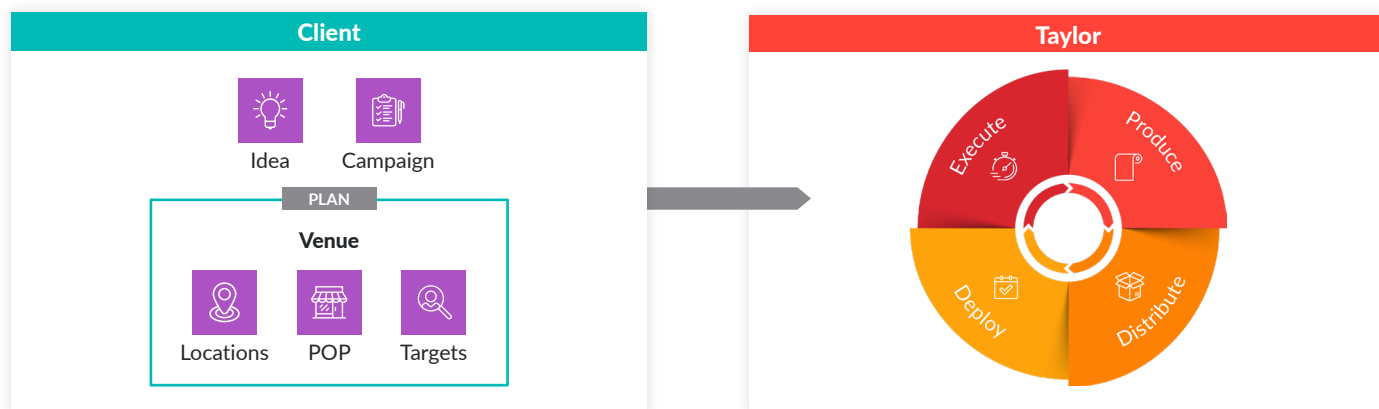
But what many organizations miss is the timely and accurate distribution of targeted POP materials to complete the job. They send multiple shipments from various suppliers and hope that local store staff can coordinate items on the fly. Or they trust a single vendor to handle complicated logistics and distribution, when their core competency is in production. Why take that risk?

Your POP challenges can easily be conquered — while reducing costs — by using Taylor's national distribution network and Profile Manager technology platform.

Profile Manager Can Help Your Organization

- Maximize your marketing impact
- Reduce production and distribution costs
- Increase your speed to market
- Lower your freight expense
- Minimize obsolescence
- Customize marketing messages by location
- Optimize your retail effectiveness

Make Your POP as Targeted as Your Advertising



Our Approach to POP Optimization

With years of experience providing POP materials on time and on budget to thousands of retail locations, Taylor is uniquely equipped to provide the software, static and variable print capabilities, warehousing and distribution infrastructure, shipping alliances, and customer care teams needed to make every campaign more effective and efficient.

Through Profile Manager, we can help you reach the ideal target customers for each location by providing every store or branch with the POP elements that will speak directly to them.

Preferences can change based on the consumer's life stage, their geographic location and the season of the year. And while football may be a popular theme nearly everywhere in the fall, what if you could leverage local team loyalties? Imagine the possibilities if there was an easy way to design retail POP according to unique store attributes.

With Profile Manager you can:

- Tailor messages to different audiences
- Feature appropriate consumer diversity
- Develop specialized mini campaigns for a subset of your locations to capitalize on regional supplier promotions

Targeting is Simple

You decide your marketing objectives, then let Taylor do the rest. Profile Manager manages the shipping addresses and POP slots for each of your retail locations, including the number and dimensions of each window, door, register, end cap and more.

It also stores data on the consumer demographics for each location and what unique insights they may offer that would make promotions relevant.

It's easy to cluster locations into groups for special pushes. Those groups can be saved and used time and again for recurring campaigns. By assuring that locations get only the items they can use, you save big on both production and distribution costs, while making life easier for busy staff.

It's all done through a system that manages the details for you, allowing you to focus on creating the most targeted and effective campaigns and offers possible.

Economies in Production and Distribution

Armed with this complete data, Taylor will work with you, your agencies and other suppliers to develop accurate order quantities that avoid waste. We'll rely on our streamlined distribution processes to ship materials in the most affordable way that meets your deadline. We'll even go as far as to design custom packaging to protect your expensive materials during shipment.

By leveraging the power of Taylor's consolidated sourcing spend, we can deliver the full impact of customization at affordable prices to help you generate a better return on your marketing investment.

LEARN MORE

Let's discuss your needs and how we can help.
Contact us today to learn more about the many
solutions available from Taylor.



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