

How OKI helps retail brands take their promotions to market

OKI has worked with many international retailers, helping them consolidate their document management and local printing processes across multiple locations, and roll out tactical, local promotions in less time and with greater compliance to their branding standards.

What we've found is that most big retailers have, at some point, experienced the following issues:

- Keeping display prices and outdoor promotions up to date and aligned with the central promotion/sales strategy.
- Printed promotional material (flyers, posters, banners, billboards, etc.) sent to branches and franchises can be left unused and can go to waste.
- Being able to respond quickly to regional competitor tactics, market fluctuations, and sales opportunities.
- Missed opportunities to communicate with, and engage customers at the 'zero moment of truth'.

We recently worked with Citroën Nordic, helping them execute their national campaigns at a local level, getting their promotions to market faster and helping them ensure a consistent brand image at all of their dealerships.

From 3-5 weeks to just 1 day: How OKI helped Citroën Nordic speed up their promotion cycle

Citroën Nordic represents the French automobile manufacturer's operations, encompassing 200 dealerships and workshops in Denmark, Sweden, Norway and the Faroe Islands.

When it came to rolling out national campaigns, it could take several weeks for point-of-sale materials to arrive at individual dealerships, sometimes too late to be of any actual use, and often resulting in campaign downtime and missed opportunities.

Thanks to OKI's solution, Citroën Nordic is now able to align its individual in-store promotions to its national campaigns, without any delays.

[Click here to read the full case study](#)

"Our dealers know their customers, and therefore are best positioned to be aware of their requirements. The ability for them to customise our sales and marketing promotions has proven to be an essential competitive parameter."

Jesper Kristoffersen, Marketing Director, Citroën Nordic

Benefits at a glance:

- National promotion deployment time has decreased from 3-5 weeks to just 1 day.
- Company's existing web-based marketing solution combined with OKI's colour printers and MFPs allowed centrally designed signage to be used immediately in dealerships.
- Dealers can quickly and easily create high-quality point-of-sale material on a wide variety of media weights and sizes including banner printing up to 1.2m long.

OKI's printing solutions division is a global business-to-business organisation dedicated to providing user-friendly enterprise document management and back-office services and solutions. This, combined with OKI's innovative, applications-driven digital LED printers and MFPs that deliver superior quality in-house, is increasing the efficiency of businesses and organisations of all sizes across a number of different industries.