



# pan-european promotions

driving in-store sales within an EMEA-wide retail channel

## see how it works for Philips



“We have been very impressed with Freedman’s technical pre-press and production expertise, which has enabled us to smoothly centralise our operation.”  
Frank Pauli, VP, Global Marketing Operations, Philips CE Europe

### challenge

With high levels of TV, press and out of home activity to maximise visibility of their World Cup sponsorship, Philips was keen to ensure retail footfall and excellent in-store sales figures. In previous years, sponsorships hadn’t been maximised within the European retail channel and minimal increases in sales figures had been seen.

### task

Philips developed a promotion where customers were offered a free gift for every product purchased. With only an 8-week lead time, Freedman was briefed to produce all the necessary point of sale materials and stocks of gifts and then deliver them into more than 25,000 retailers across Europe.

### solution

Freedman built a centralised production model to drive cost efficiencies across the involved countries. However, it was critical that the process still allowed users to customise items to meet their country needs.

To achieve the right balance Freedman developed a digital asset management system – an online store, for Philips teams across EMEA - allowing them to view, customise and order the required materials for their market place and specific retailers.

The customisation suite allowed centrally developed materials to have personalised prices, contact details, logos and small print tying into the nationality and retailer involved.

The store enabled users to place purchase orders and pay for items in their own currency through central and/or local funding – and even with credit cards.

### outcome

Through the online store and a multi-lingual project management team, Freedman delivered the campaign to the 28 involved markets within 6 weeks; more than 55,000 soccer shirts, 50,000 PC games and 65,000 DVDs were despatched to the retailers ahead of schedule.

Enabling retailers to personalise their promotional materials ensured that Philips products were promoted ahead of the competition.

Philips now uses the store across Europe to maximise efficiencies across their Domestic Appliances and Consumer Electronics brands. This drives cost efficiencies but also helps build long-term brand consistency.

