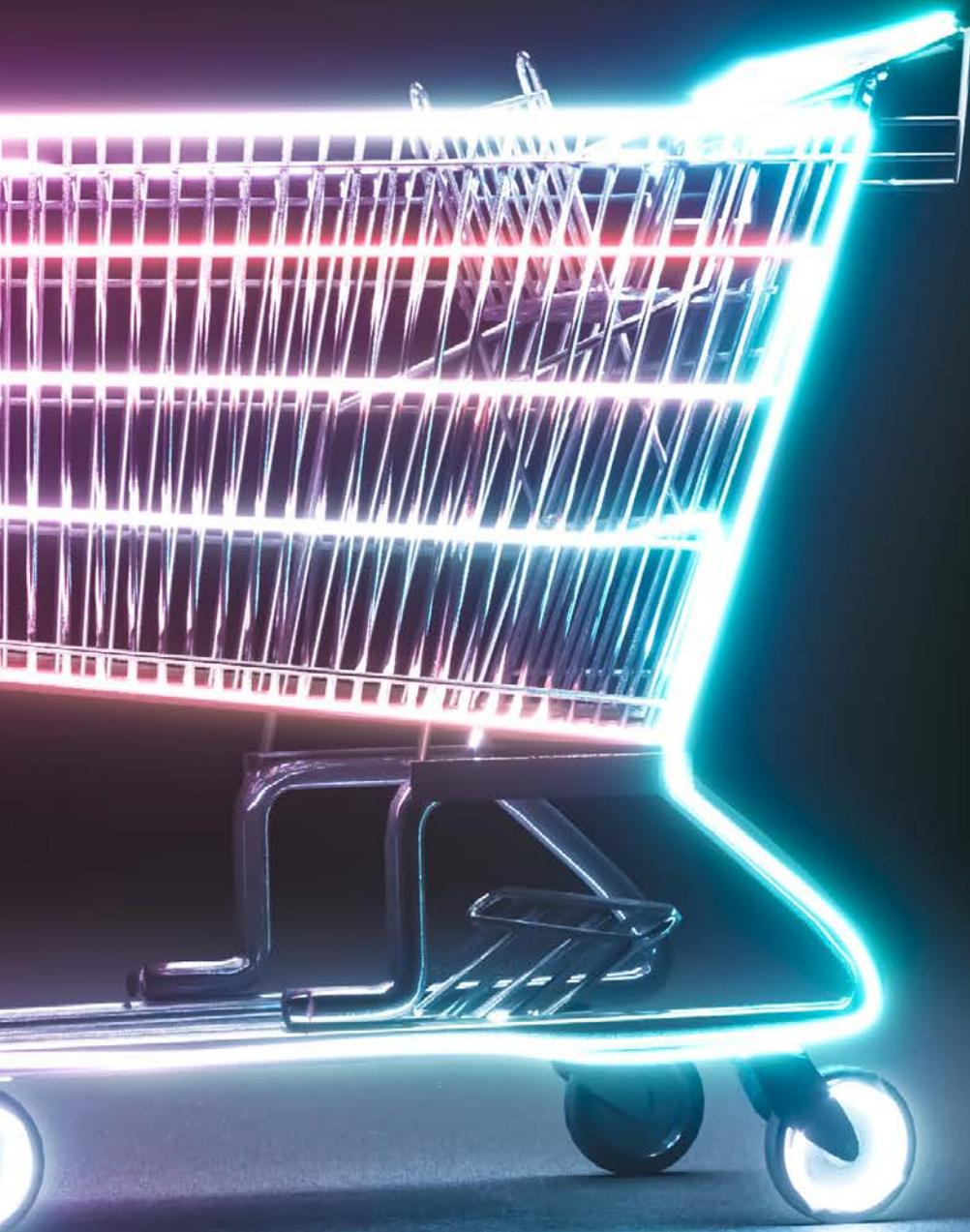WoodWing

Supermarkets:
Speed up go-to-market
with Content Orchestration

and slay the content spaghetti dragon

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The opportunity of Content Orchestration

Intro

This guide is for supermarket marketing & IT teams exploring ways to be more efficient, scalable, and flexible in their approach to content. Specifically, we go into detail about how transforming the way you approach workflow and technology can lead to a range of benefits, helping you:

- Reduce manual work and associated costs by automating repetitive steps.

- Maintain consistency and quality, and protect your brand.

- Eliminate image duplication and keep a clear record of file versions.

- Better manage the complex content demands that come from an increasing number of channels.

For this research, we interviewed a number of our supermarket customers, as well as the implementation/technology partners that have helped them orchestrate their content.

About WoodWing

WoodWing is a technology company that helps publishers, agencies, and brands tell their stories. We build solutions that enable teams in these organizations to efficiently manage, work on, and distribute creative output. Originally serving the publishing industry, our solutions are increasingly being adopted by other organizations, such as retailers and agencies, as their storytelling demands begin to resemble those of traditional publishers.

Supermarkets face a number of content challenges

The last few years have brought tumultuous changes to the supermarket landscape, as e-commerce has exploded, new online-only competition is beginning to appear, and Covid-19 has impacted the way supermarkets operate.

While supermarkets provide an essential service, rising competition, the increase of marketing and sales channels, and nimble competition mean many supermarkets need to evolve the way they operate and serve their customers. For these large, labor-intensive businesses, there are many areas in which optimizations are possible.

In this white paper we will explore one: how to produce marketing materials - whether they are print, online, in-app, point of sale, brochures, signs, ads, or anything else - with:

- Faster time-to-market

- Greater consistency

- Lower costs

- Fewer tools and human resources

Beware the content spaghetti dragon

Supermarkets have long had complex content requirements and intensive production schedules, both in print and digital media. The rise of the internet, e-commerce, and apps means these requirements have become more demanding, as customers expect more content across an increasing number of channels.

From the point-of-sale signage, weekly brochures, and flyers, to website and in-app images, supermarkets need to produce high-volume, time-sensitive materials, with constantly changing product images, pricing, and descriptions.

Often, they are created in collaboration with one or more external agencies. And they all need to pass through a predefined workflow and approval process to ensure the final collaterals are correctly produced.

Due to the time sensitivity and frequency of many of these collaterals, most supermarket content workflows are well defined. However, they are often less efficient than they could be - involving far more manual processes and checks than needed.

Slay the dragon with Content Orchestration

On the other hand, solving content spaghetti offers enormous potential for productivity gains.

Increasingly, supermarkets are looking strategically at their workflows and processes, to see how they can differentiate themselves and provide greater value to customers across an increased number of channels.

However, not many supermarkets have solved the problem of content spaghetti and there are few comparator organizations to benchmark against. So where is a good place to look for best practice and inspiration?

The publishing industry is an obvious reference case for supermarkets. Supermarket marketing workflows resemble those of publishing. Both generally involve a briefing stage, content creation workflow, approval processes, design, and publishing.

Magazine and newspaper publishers have content creation at the heart of their business model, whether that's in print or, increasingly, online and in-app. Regardless of the publishing channel, they have always had a strong focus on creating tools and processes that make content production and publication as seamless as possible.

So it makes sense that many supermarkets could adopt best practices from this industry, which has already paved the way in terms of process and efficiency.

At WoodWing, we have a name for this approach. We call this "Content Orchestration", where people and tools work seamlessly together to plan, create, manage, and distribute content. With this approach, workflows are clearly defined and robust, and creation and management tools are seamlessly integrated.

> **"Content Orchestration"** is people and tools working seamlessly together to plan, create, manage, and distribute content.

Real-life (anonymous)
use cases

Today, a number of supermarkets worldwide are beginning to approach content strategically, orchestrating their workflows and tools for maximum efficiency, consistency, and quality. Here, we will share a few anonymized and very diverse examples of different use cases of supermarkets working with WoodWing. While these may not be directly applicable to your specific situation, they demonstrate the broad range of use cases, flexibility of possible solutions, and different ways you can orchestrate your processes and tools.

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Weekly brochure and POS materials creation

This supermarket's weekly brochure leads their entire marketing collateral production, including in-store signage and other marketing material. Previously, the organization's assets and data were managed by their external agency, and brochure production involved a great deal of manual work including emailing pdfs and using file-sharing services.

In collaboration with a WoodWing partner, the supermarket now orchestrates its brochure production with an integrated system that includes Excel, WoodWing Assets, WoodWing Studio, Adobe InDesign, and an automated print production tool.

The process is as follows:

1. The central marketing team organizes product information in an excel file, hits a button, and a pdf preview of a brochure is automatically created in a preset template, generated through a connection with WoodWing Studio and WoodWing Assets.

2. The pdf is shared internally with stores and other stakeholders, and the Excel file is updated as necessary to change information and incorporate the feedback. At the end of each feedback round, an updated preview is generated at the touch of a button and shared with relevant stakeholders.