CHILI
publish

INTERMARCHÉ
sets a high bar with
localized, multichannel
retail promotions.

"

ARISTID and CHILI GraFx allow us to distribute thousands of localized promotions to our stores.

Intermarché

ARiSTiD
Retail technology

Rising demand for *assets in Retail promotions.*

Localization has emerged as a major driver for retail success. Shoppers no longer tolerate being targeted with content that isn't adapted to their local context. Instead, they expect a localized and seamless experience both online and in-store. INTERMARCHÉ, a major player in the French retail sector, adopted creative automation to transform and generate promotions at scale across their vast network of stores..

INTERMARCHÉ's innovative strategies have been used to deliver more than 28,000 localized promotional assets, each carefully designed to appeal to the brand's diverse range of local markets.

"Thanks to our retail tech platform, the entire INTERMARCHÉ network can create, print and distribute thousands of localized and omnichannel promotions."

Florian Payri, General Director at ARISTID Retail Technology

The need for local branch personalization is quite clear: in order for points of sale to be successful, they need the flexibility and autonomy to create localized assets - all while staying on-brand.

But today's leading retailers succeed in their localization endeavors, even on a very large scale, thanks to the powerful partnership with **CHILI GraFx,** the most advanced Creative Automation platform on the market, and **ARISTID Retail Technology**, the French leader in retail's digital transformation.

Watch Florian's story on INTERMARCHÉ's transformation

CHILI publish

The numbers speak for themselves.

28,000 localized creative assets, 150,000 promotional spots, 180,000 catalogs… that's the annual volume of creative materials produced for INTERMARCHÉ's 1,800 stores. Thanks to the combination of CHILI GraFx and ARISTID Retail Technology, all assets are created on demand with Creative Automation technology. The result is an unprecedented level of region-specific assets in the customer journey of INTERMARCHÉ's clientele.

Creative tech is playing a key role in the digital transformation of retail communication, delivering increasingly nuanced customer relationships. Without Creative Automation, the thousands of content variants required for this high-level of customization would not be possible.

> "We help retailers like INTERMARCHÉ to build their promotional offers, enable them to produce large volumes of content at scale, and help them distribute content across offline & online media.
>
> Florian Payri, General Director at ARISTID Retail Technology

Digital 📱
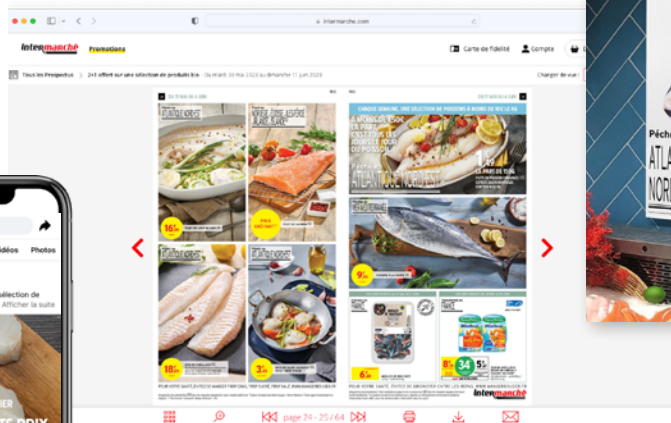
📖 Print

Scan to hear
CPO Ward De Langhe
lay out the Benefits of Creative
Automation with CHILI GraFx in Retail

CHILI publish

Creative Automation boosts graphic production.

Design plays an important part in the effectiveness of any promotional offer –good design will attract the attention of consumers.

To enable the high-volume creation of personalized media for INTERMARCHÉ, ARISTID Retail Technology developed and implemented a dedicated platform called Brand&Shop, which incorporates CHILI GraFx's cutting-edge graphics production technology.

Thanks to this technology solution, the entire store network can now personalize promotions on a store-by-store basis.

Campaign plans designed for nationwide implementation are now being used by individual stores to create localized in-store signage. The stores have an easy way to produce high definition and high quality visuals with modified pricing, imagery, and offer types. They can customize their assets while maintaining adherence to both brand and campaign guidelines.

> *We created this tool to allow retailers to offer the right product to the right customer at the right time, in their store. This large-scale production facility required for omnichannel output is only possible thanks to Creative Automation.*
>
> Florian Payri, General Director at ARISTID Retail Technology

This is where CHILI GraFx's advanced Creative Automation engine is essential. Its Smart Templates can generate an infinite number of creative variations while remaining 100% faithful to brand guidelines. Thanks to our platform, the entire INTERMARCHÉ network's team can today create, print, and distribute thousands of totally unique commercial offers.

**Webinar:
Enable branches with
local brand assets.**

Creative Automation leverages retail *data on a large scale.*

While INTERMARCHÉ is a pioneer within their category, all retailers are looking for new ways to modernize and refine their marketing technology and systems to offer a fail-safe architecture for local branches to self-serve promotional assets.

A retailer's most valuable asset is data. Leveraging this data has allowed them to enable local branches with the tools necessary for successful local promotions.

> "
> *INTERMARCHÉ wanted to leverage automation to enable the local retailer with promotional messaging and offers at scale, without taking away the creative capability of producing customized, local content," says Florian Payri. "An important side effect is, that this approach keeps local business owners engaged with centrally developed creative concepts, messaging and promotions."*
>
> *Localized promotions enable retailers to optimize their advertising expenditure. Through data management, we gain insights into when and how to engage consumers, and with which products. This results in a more advantageous and efficient strategy, which is already yielding positive results. When implemented on a local level, it has been shown to boost sales and store traffic.*
>
> Florian Payri, General Director at ARISTID Retail Technology

When ARISTID Retail Technology conducted a satisfaction survey* among users within the INTERMARCHÉ store network, 80% of them expressed satisfaction with the technology solution after just a few months of use. This significant approval rating comes from a discerning user base operating in an environment with competitive pricing and promotions.

(*Audirep Institute for ARISTID January 2022)

CHILI publish

This example illustrates how the deployment of suitable technology can enable retailers of all sizes to maximize their ROI on promotional initiatives. In addition to time savings achieved through the automatic generation of campaigns and centrally managed brand consistency, retailers gain access to a novel, highly efficient personalized communication approach that can be implemented at scale.

> *"ARISTID's mission is to anticipate the evolving needs of retailers and continually provide tools that enhance their communication. It's essential that we collaborate with dependable technology partners who share our commitment to ceaseless innovation. By working with CHILI publish to incorporate CHILI GraFx as a key component of our Creative Automation solution, we ensure the reliability of our offering, allowing us to concentrate on our primary mission.*

Florian Payri, General Director at ARISTID Retail Technology

Discover ARISTID's retail service portfolio

CHILI publish