

Hi! Thank you for joining today's webinar.
We start at **04.02pm** CET



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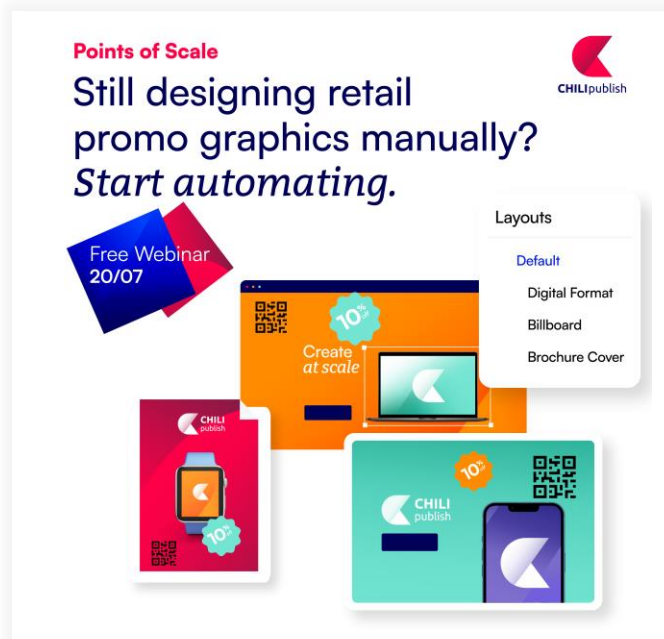
Points of Scale Webinar Series

- Episode 1: Retail graphics production at scale
- Episode 2: How to enable local Retail promotions
- Episode 3: Retail Promotions: The Agency Point of View

Recorded

Today

Tue 10 October



Points of Scale
Still designing retail promo graphics manually?
Start automating.

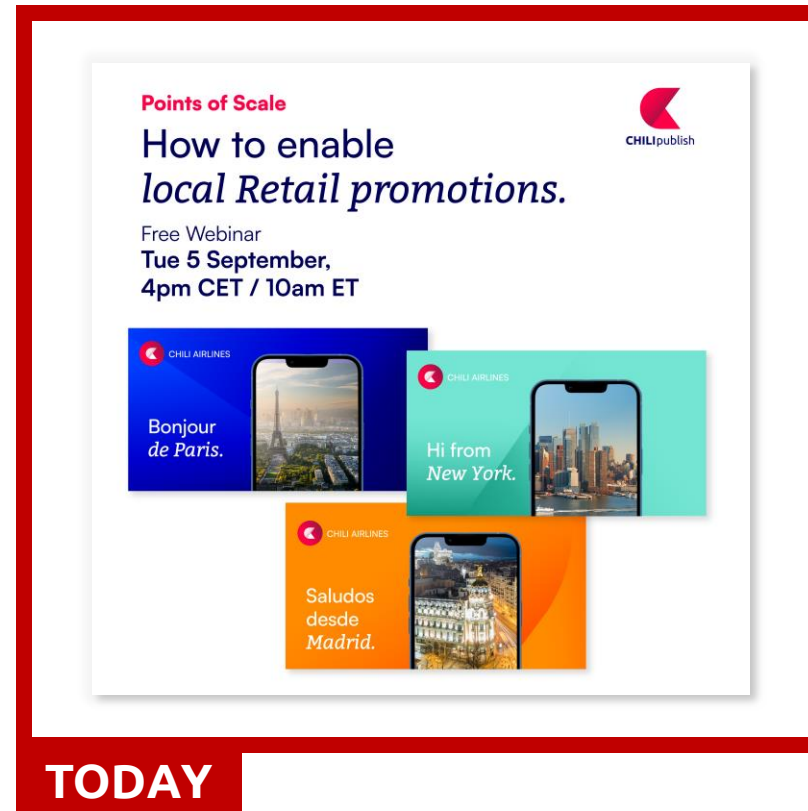
Free Webinar 20/07

Layouts

- Default
- Digital Format
- Billboard
- Brochure Cover

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Points of Scale
How to enable *local Retail promotions.*

Free Webinar
Tue 5 September,
4pm CET / 10am ET

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Hi from New York.

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TODAY



Points of Scale
Retail Promotions:
The Agency Point of View.

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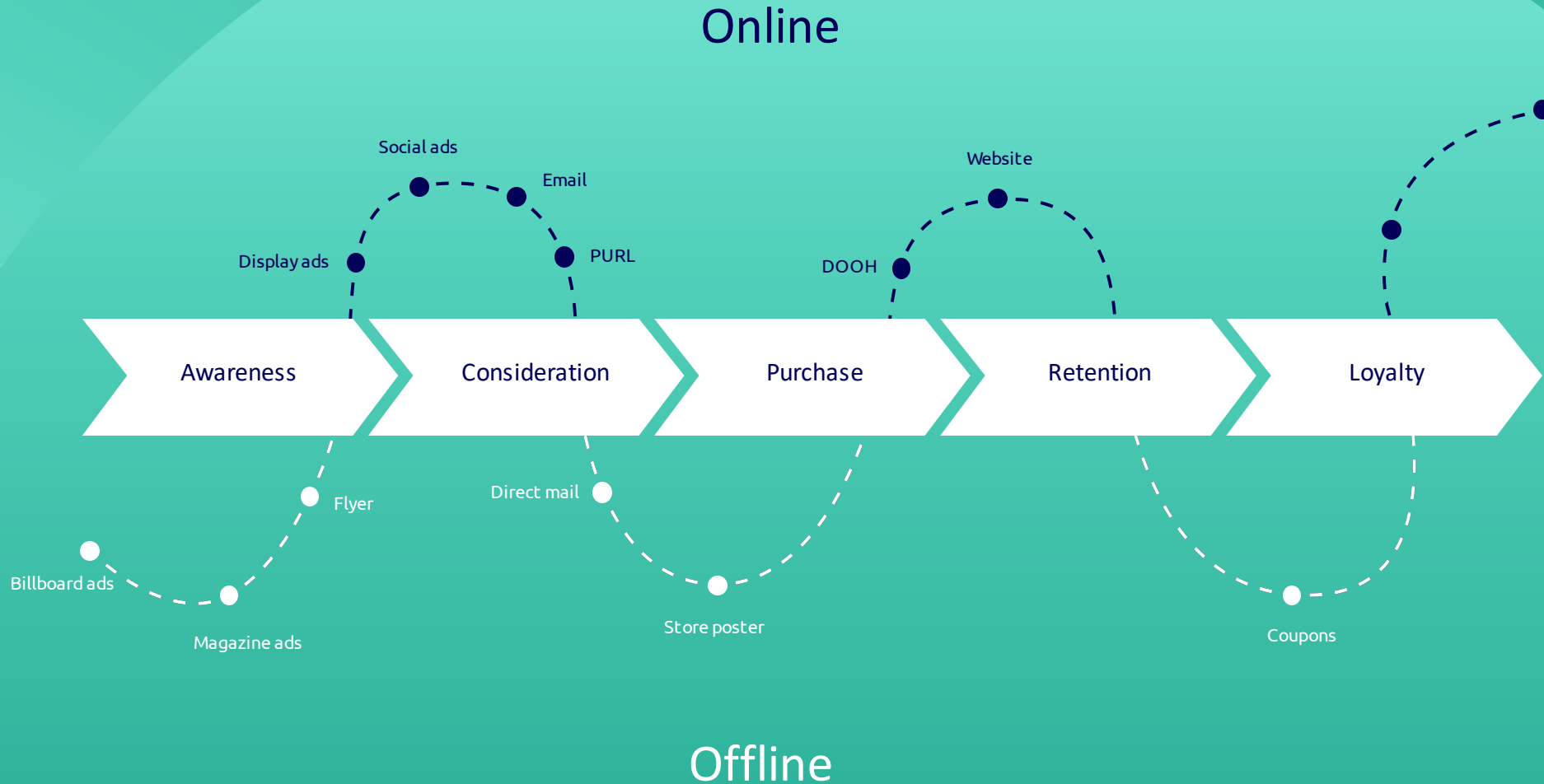
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Marketing = Omnichannel



EMBRACING THE CLASSROOM THE RETURN TO SCHOOL

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MAGAZINE



SOCIALIZING SAFELY

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Back to school

Study hard, save harder!



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Discount

PREPARING FOR SUCCESS

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ONLINE LEARNING

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Back to school

Study hard, save harder!



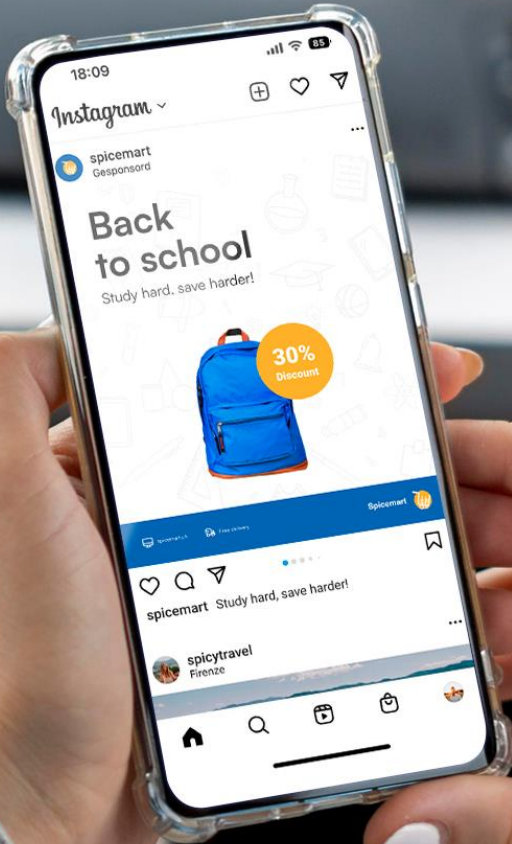
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Firenze

Omnichannel = Asset sprawl

channels
X
products
X
asset types
X
promotional offers
X
languages
X
...



Print



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Digital



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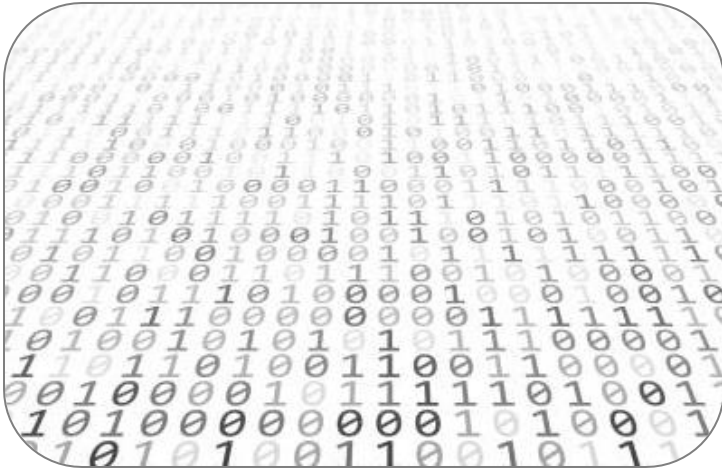
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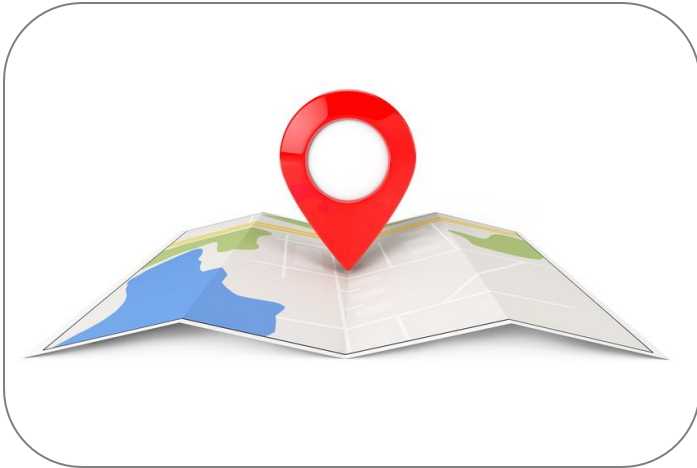
Retail Promotions have even more requirements



Data-centric



Responsive to market shifts



Locally relevant, personalized

Now you know why the world's leading retail brands and agencies bank on CHILI GraFx



MARS

AIRBUS



Lufthansa

Oliver
MARKETING



Mercedes-Benz

P&G



Carrefour

HAVAS

Coca-Cola



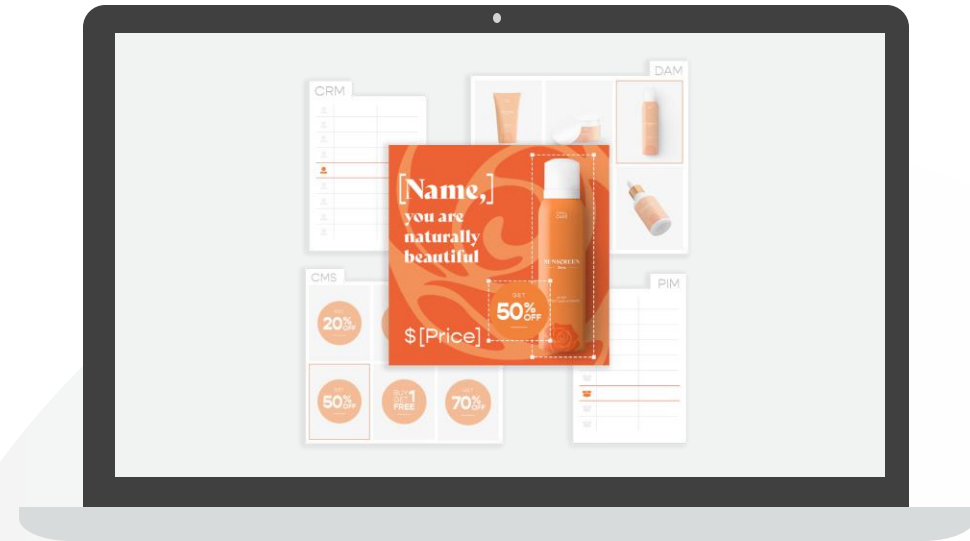
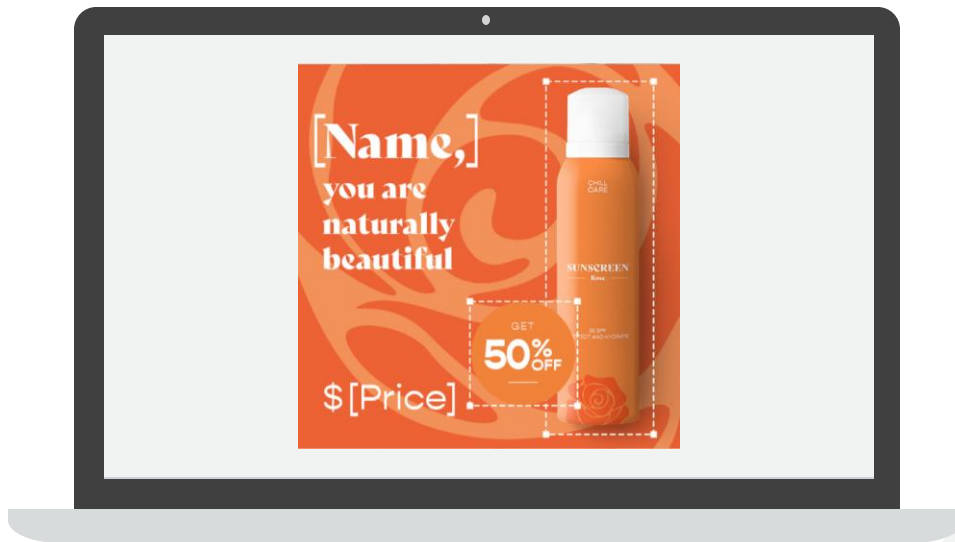
ARiSTiD

TBWA



Smart templates are your secret weapon

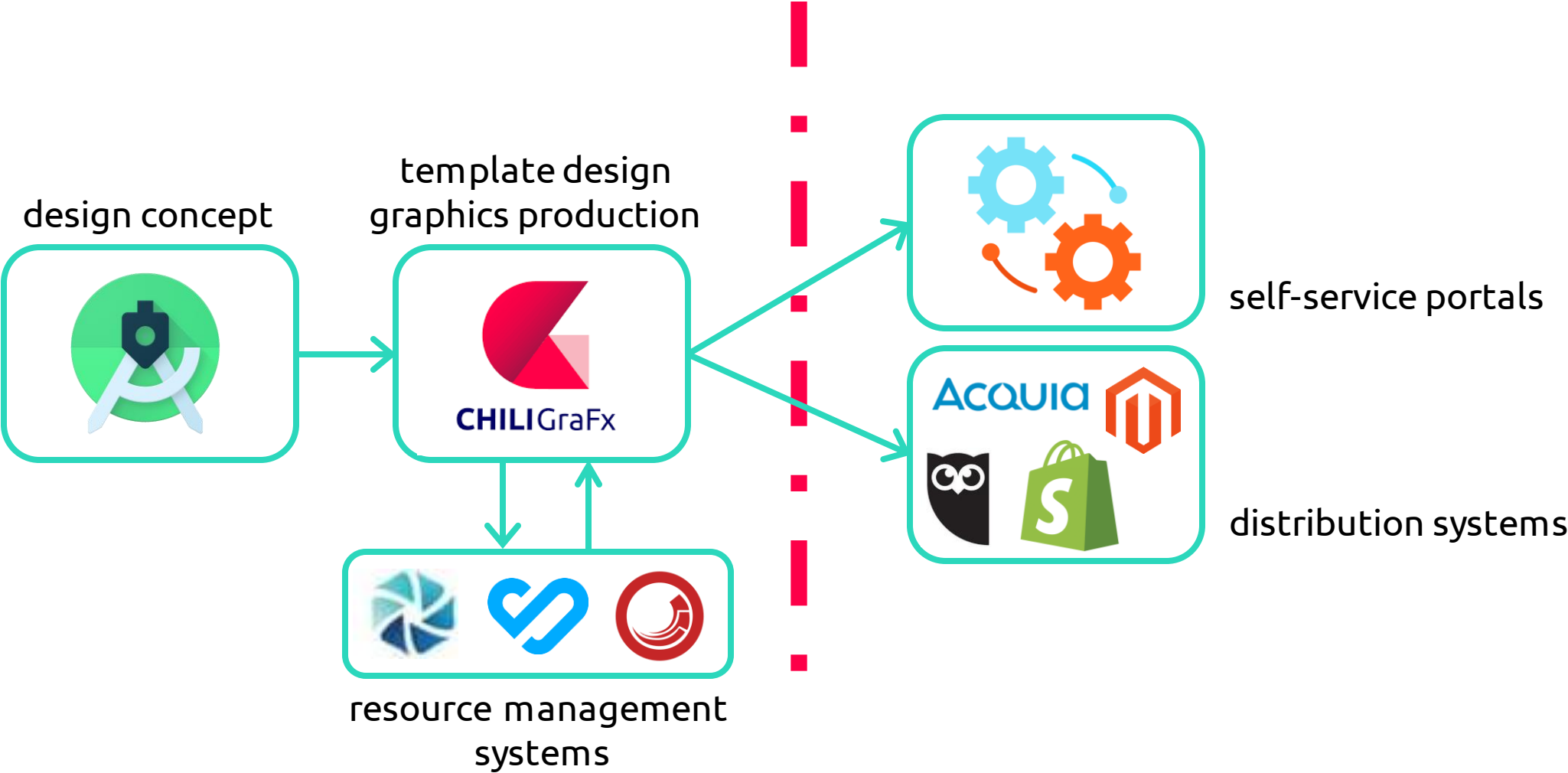
Template



Smart Template



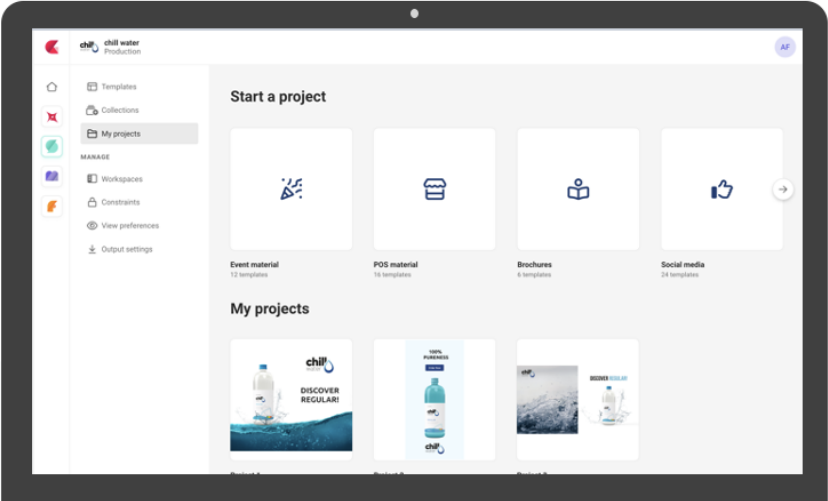
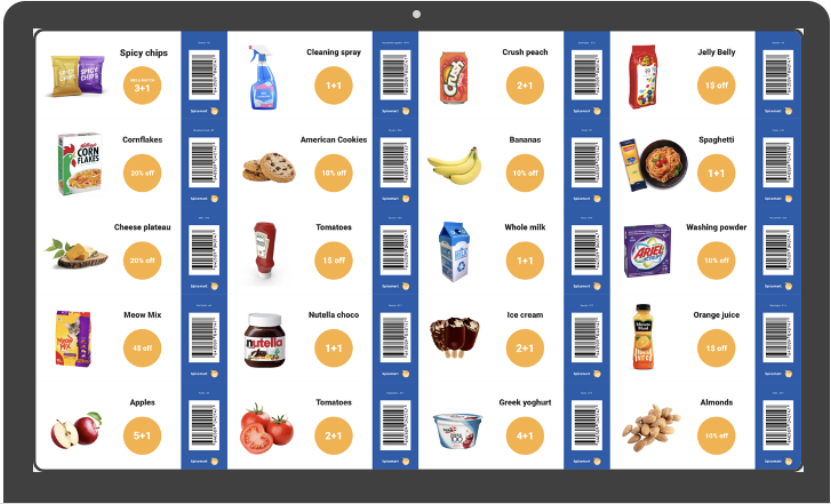
Graphics Production at Scale



Graphics production top-down, bottom-up



Produce Multichannel Graphics at Scale

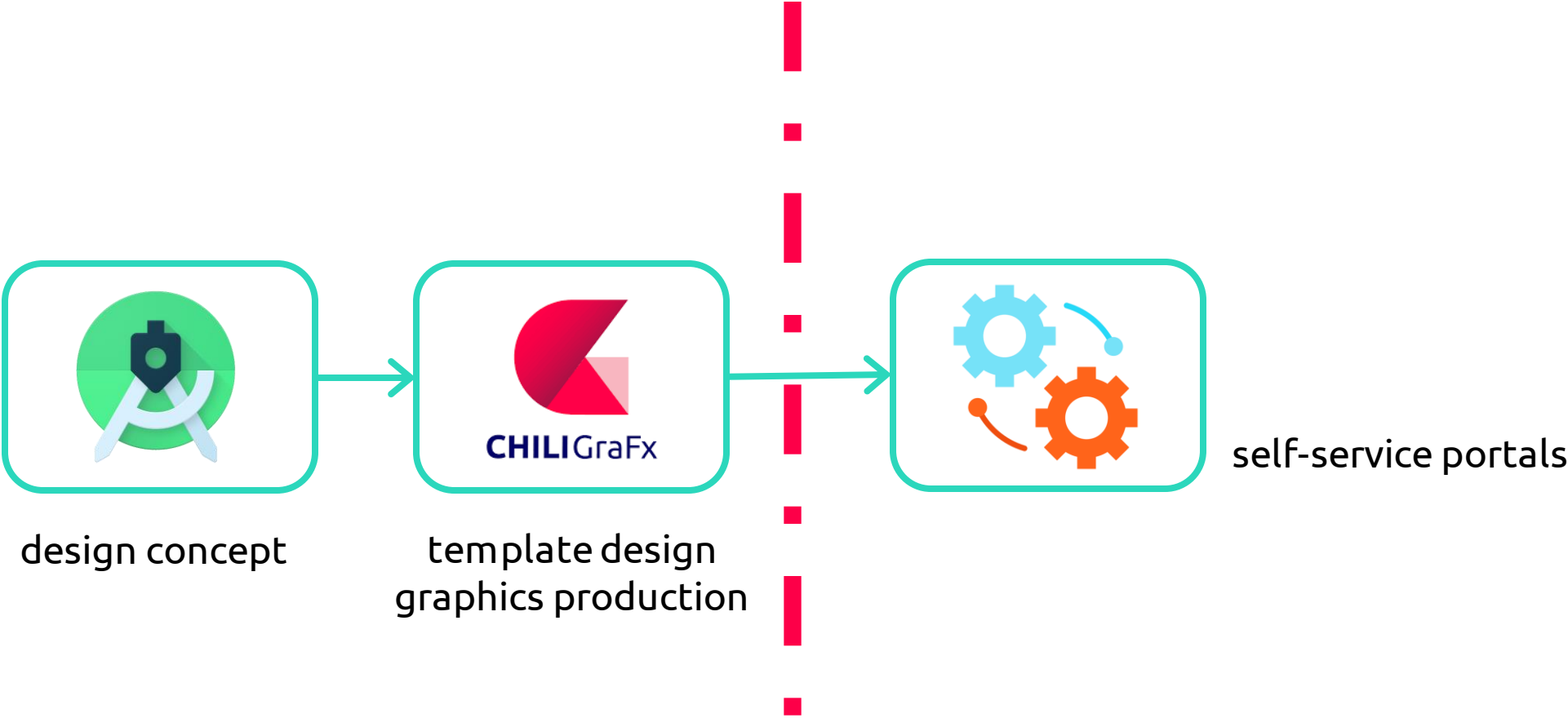


Enable Non-designers with Brand Assets at Scale

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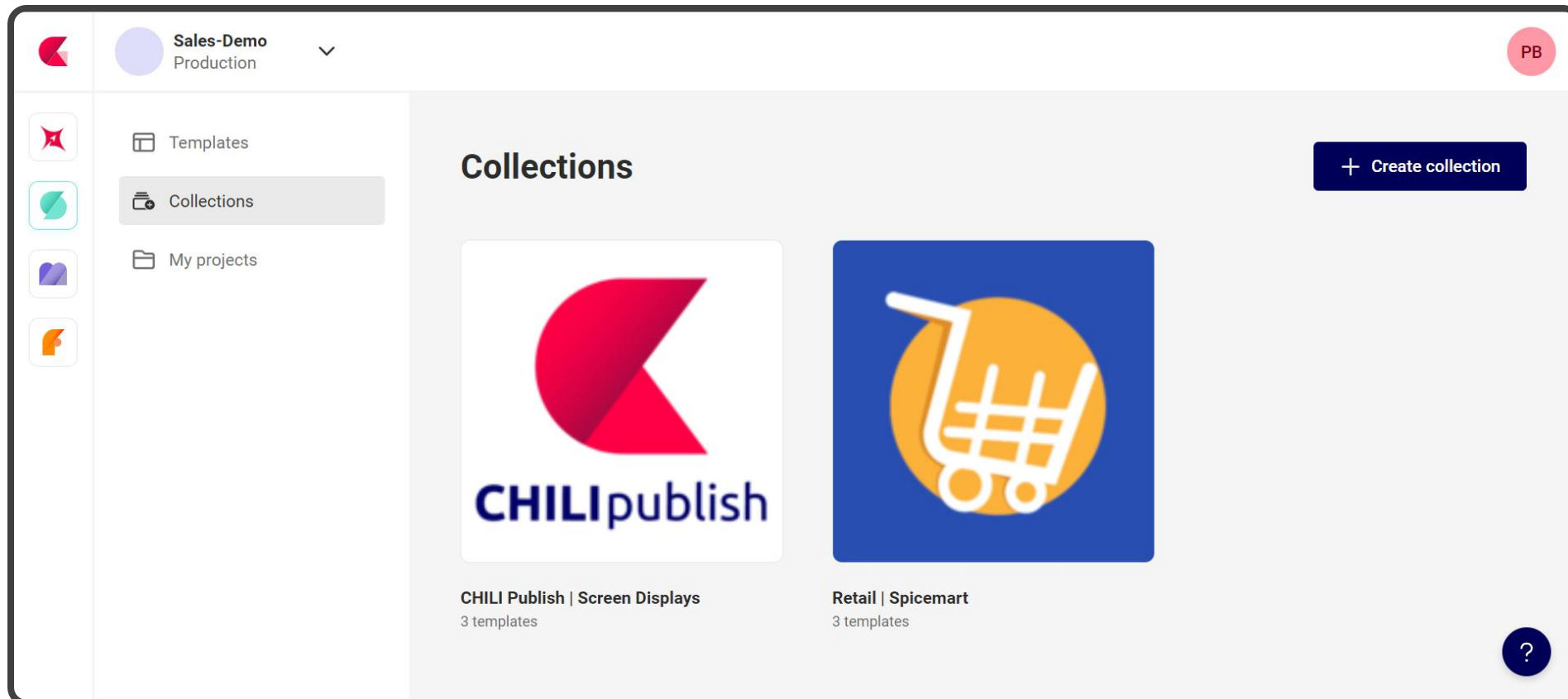


Brand Enablement at Scale



My Projects

Out-of-the-box solution for designers to provide non-designers with Smart Templates, allowing them to create and retrieve assets without compromising brand identity.



Example: Local campaign add-on

- Regional collaboration with SafeBike
- Local add-on to the Back to School campaign.
- Central team provides new Smart Templates for the Add-on.

SafeBIKE

Back to school, safely!

When it comes to bicycle accessories and equipment, lighting is one of the most important aspects to consider. On public roads, this is primarily to ensure that other road users see you in good time. Particularly when riding at night in areas without street lights, you'll need bicycle lights that can be seen from a distance. But even when you ride your bike in well-lit city centres, bike lights are still important to make you clearly stand out from the background. This way, you'll prevent car drivers or pedestrians from overlooking you if rain or dazzling street lights lead to poor visibility.

40%

Lightning Light

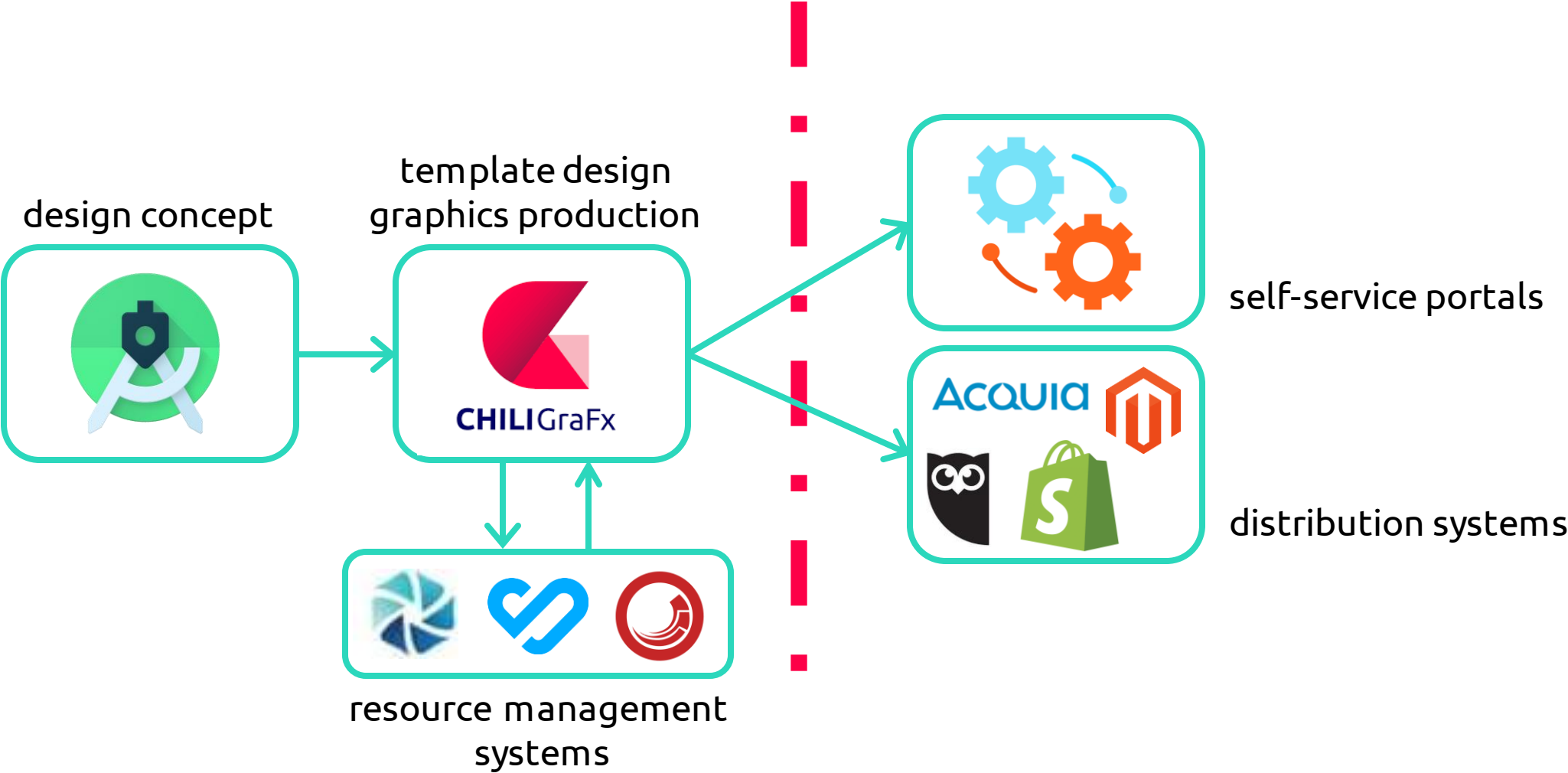
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Graphics Production & Brand Enablement at Scale



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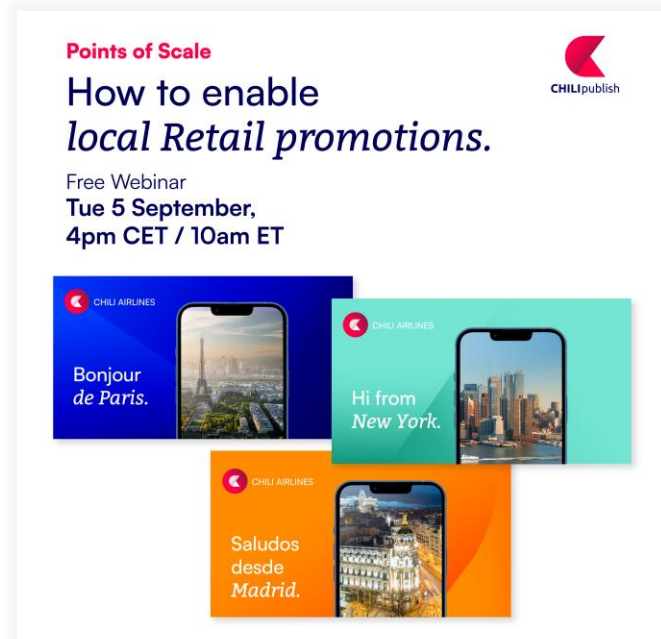
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Questions?





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