



Intuitive planning system for all standard advertising media

In the past, the production of standard advertising materials involved dozens of systems, departments, and agencies, and required coordination via meetings, phone calls and e-mails. Based on the central censhare Content Hub, those responsible for marketing and communications now plan their advertising materials in just a few intuitive and user-friendly steps.

With the help of ready-made templates, they create the required flyers, advertisements, and posters all by themselves for each production week - quickly, error-free, and automated. With a system-supported workflow, they enter all content, texts, and images directly in the system and create the national and regional offers simply by dragging and dropping them onto the created pages. The production agency thus receives ready-planned and translated layouts, which they optimize, design, and export directly in the system before printing.

Today, the responsible employees have the entire process in their own hands, in a single system with full transparency on the progress of planning. Planning reliability has been increased enormously, the risk of errors has been reduced, and a lot of redundant work has been stopped. Finally, the high degree of automation has shortened time-to-market and significantly reduced external costs.

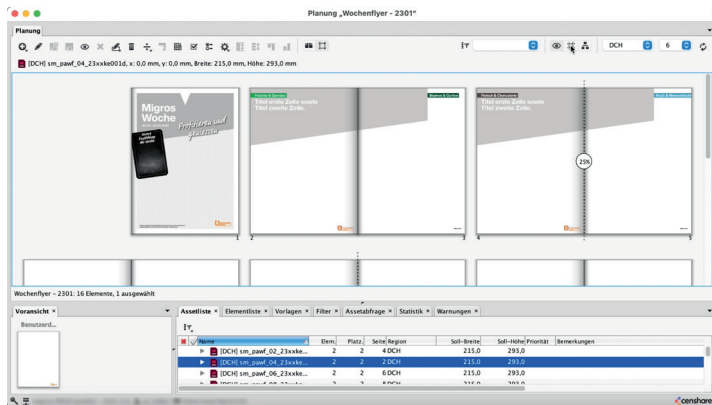
Requirements

The previous process to produce standard advertising materials for Migros included several systems (SAP, Excel, InDesign, e-mail, etc.), which resulted in redundant data storage and redundant work. The risk of errors was high, and the process was costly, tying up many internal and external resources.

As part of a program to completely redesign its standard advertising materials, Migros decided to also optimize their planning, design and production using a system-based approach. After a market evaluation, the choice fell on the censhare platform already in use and on aclevion as the system integrator for the conception and set-up of the additionally required processes and functions.

A wide variety of advertising materials produced with 300 pages a week

In each production week, the marketing managers plan and produce a wide range of standard advertising materials such as flyers or advertisements and posters for individual markets, both nationally and regionally. The planning system provides them with a central and intuitive tool for all production steps.

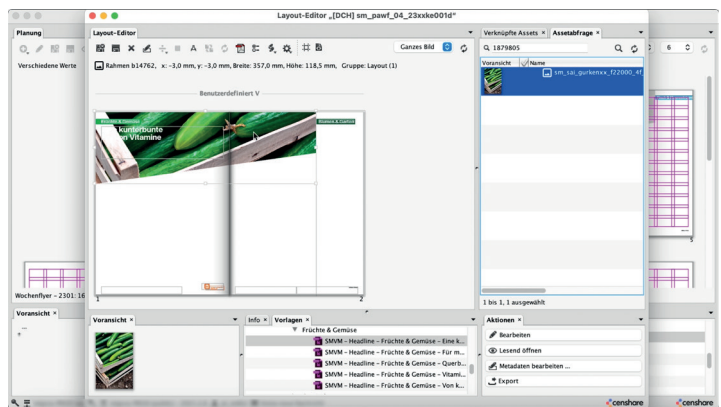


1. Planning the basic layout

The planners select and create all standard advertising materials from ready-made Adobe InDesign templates. Then they determine the layout of the individual double pages, define the column layout and image placeholders. The system loads all the required layers in the background and creates the finished basic layout. Finally, editorial elements can already be planned directly onto this using a variety of templates.

2. Creation of the contents

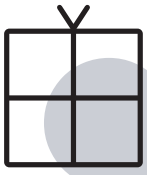
Using an intuitive editor, planners now enter texts independently or select them from stored libraries, e.g. for headlines. The system makes the changes in the underlying InCopy file without the planners having to open it. The images are selected and placed directly from censhare Digital Asset Management and can then still be scaled and positioned in the editor.



« With the integrated editorial workflow and approval process, the individual workflow steps per calendar week are clearly defined and visible at all times. In this way, the deputy regulation can be guaranteed over the entire production. »

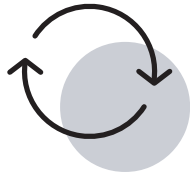
Patrik Luther, Migros-Genossenschafts-Bund

Head of Sales Promotions Producing, Marketing Communications Directorate



8,6 Mio

Assets in censure



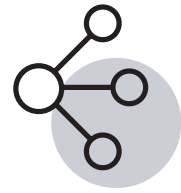
1

Integrated workflow



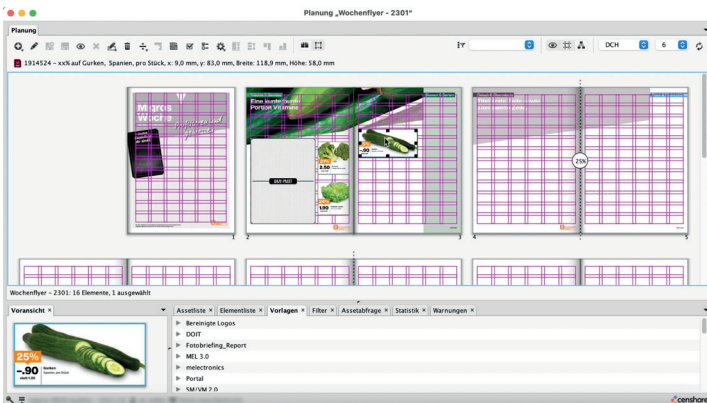
300

Pages a week produced



30+

Surrounding systems

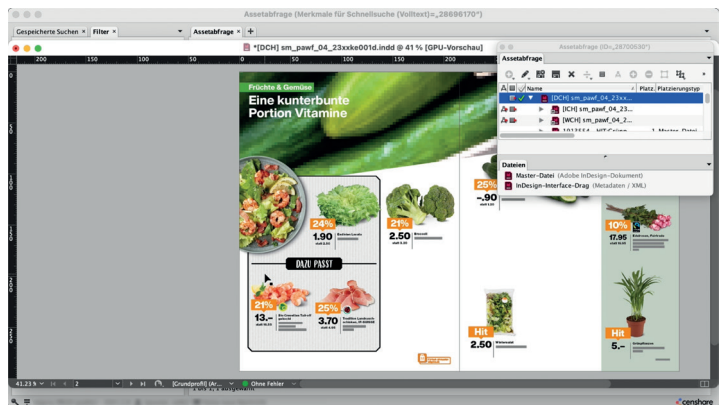


3. Products planning

For planning the products, the system provides a clear workflow in which all products are displayed structured by assortment and sorted by relevance. From there, they can be planned by dragging and dropping them onto the pages, where they are automatically placed in the templates based on the grid. After planning the national products, the system automatically creates the regional variants, which are then supplemented with regional products.

4. Production and translation

The production agency takes over the advertising materials directly in the system and only takes care of the fine-tuning of the already finished Adobe InDesign layouts. Finally, all multilingual regional advertising materials are translated. And this step, too, is system-supported and workflow-controlled; language variants are automatically created, and the translated content is placed. After a final check, the advertising materials can be transferred to production.



« With the page planning tool, the processes for the creation of the weekly, advertising material of the offer and POP communication are organized consistently, centrally, and collaboratively. With the connection to all relevant systems, this enables resource-optimized and consistent communication across all touchpoints with the direct involvement of all participating stakeholders. »

Patrik Luther, Migros-Genossenschafts-Bund

Head of Sales Promotions Producing, Marketing Communications Directorate

About alevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Die Mobiliar, V-Zug and for you.

Learn more at [alevion.com](https://www.alevion.com)

About Migros

Migros was founded in 1925 and has since become the market leader in the Swiss retail sector. Today, the approximately 98,000 employees generate around 29 billion Swiss francs annually. The cooperatively organized company is active throughout Switzerland and has a nationwide presence with ten regional cooperatives and around 2.3 million members.

The Migros Group includes supermarkets, specialist stores, various industrial operations, as well as trading and travel companies. Migros is one of the most trusted brands in Switzerland.