



Protect Your Brand, Engage Your Customers and Drive Results

Your company's brand is seen thousands of times daily, through marketing and ad campaigns, sales presentations and proposals, employee and customer training classes, customer letters, invoices, statements, signage and much more. All of these touch points directly impact your company's reputation.

As a marketer, you're entrusted with the complex job of advancing and protecting your company's brand, executing campaigns flawlessly, building customer loyalty, enabling your sales channels and finding new ways to connect with your market. Today, marketing strategies must change in order to communicate in the world of highly personalized mobile, social, interactive and print media. Expectations of you and your team are high as you constantly balance investments, innovation and results.

In your drive to optimize processes, you probably wrestle with choosing the best method to execute strategic communications initiatives. Creating branding and messaging is one thing — delivering it effectively is quite another. Standard Register can help.

By combining our industry-leading technology, professional services and supply chain expertise, we empower you with tools to control brand standards while utilizing comprehensive cross-media channels to execute all your marketing communications needs.

Marketing Supply Chain Services

Managing a complex marketing supply chain can be expensive, time consuming and resource-intensive, especially for organizations with a broad range of products, services, business units or channels.

When your supply chain isn't optimized, your reputation suffers. Outdated materials still circulate, your expenditures are not clear or out of control, and your critical messages and brand standards are often used incorrectly.

If you need help understanding, managing and optimizing your marketing supply chain, trust Standard Register. As part of our consultative services, we'll learn about your current operations and future needs, help you determine your print spend, collect data to build a solid workflow and identify programs that can benefit from our integrated solutions, resulting in clear visibility and control over your branded items.

HOW YOU'LL BENEFIT

- *Create transparency related to marketing operations and delivery of collateral, point-of-sale, promotional, educational and merchandising materials*
- *Ensure color and content consistency across media*
- *Reduce obsolescence and improve cost management*
- *Shorten delivery cycles of new communications*
- *Better manage materials subject to regulatory compliance*

We have over three hundred best-in-class providers of commercial print, digital color, wide-format signage and point-of-sale materials, corporate identity items, promotional items and advertising specialties. Matched with our kitting, fulfillment and distribution locations, we can provide seamless execution of virtually any marketing initiative. You'll enjoy economies of scale, improve the quality of your materials, provide better service to your channel and create brand consistency. What's more, we'll provide you with clear measurement, tracking and reporting to ensure you're getting the results you expect.



Plus, as you grow, our services grow with you. While new store openings, acquisitions and rebranding initiatives offer a tremendous opportunity to expand your market presence and generate new revenue, with them comes the costly, time-consuming challenge of coordinating new signage, marketing materials, forms and everything in between. Your optimized marketing supply chain management ensures you'll have systems in place to easily execute.

Local Marketing Solutions

Managing and executing your brand throughout your channels can be challenging and expensive, as local market sales representatives, franchise owners, agents, dealers and resellers all represent brands in their own ways — often manipulating messages, creating their own content, or mistakenly using outdated or incorrect materials — as they create relevant tools to connect with their local markets.

Achieving a balance between your need to protect your brand and obtain measurable results with their desire for flexibility can require intensive approval cycles, high creative costs and long lead times. Everyone needs easy access to campaign materials, including sales tools, templates, digital assets and other executable marketing tools that are intuitive to use ... or they won't be used at all.



HOW YOU'LL BENEFIT

- *Create consistency of brand messages throughout all channels (sales offices, retail stores, franchises, dealers/agents)*
- *Enable customization (localization) of content with appropriate controls*
- *Eliminate creative costs associated with creating multiple versions for local marketing materials*
- *Shorten the deployment cycle for new products and services*
- *More easily manage co-op and market development funds*

Standard Register combines our SMARTworks® Local Marketing Solution, professional services and nationwide supply chain to create that balance. Corporate marketers can standardize and manage their branded materials across the channel, while local marketers gain access to fresh content, innovative campaign tools and the ability to localize content simply and effectively. Through our centralized, intuitive portal, we provide an easy way to set up, update and manage your marketing programs.

Digital Direct Marketing

Today's marketers need to get the most from every possible customer touch point, including mobile phones, email, Web marketing, social networking, direct mail, and traditional mass media. At Standard Register, we understand your need to integrate these outlets to attract, retain and grow your customer base through powerful, cost-effective tools that create and deliver targeted, personalized communications. Our Digital Direct Marketing Solutions aid you in creating leads and growing revenue through three basic delivery channels — email, the Web, and the mobile phone — to test against other traditional media.

Not only do you ensure you're reaching your customers in their preferred delivery method, but as every online consumer has an email address, a browser cookie and/or a mobile phone number, results can be easily measured, providing a clear picture of your return on investment.

HOW YOU'LL BENEFIT

- *Create and test cross media campaigns*
- *Measure response rates and build market intelligence*
- *Rapidly deploy new products and services*

STANDARD REGISTER'S SOLUTIONS ARE DESIGNED TO HELP MARKETERS:

- *Manage brand consistency across the enterprise and through distributed channels*
- *Enable the channel to access and execute campaign tools and content*
- *Communicate key messages across multiple media*
- *Improve effectiveness of media while generating higher return on investment*
- *Create loyal customers and improve retention*
- *Streamline marketing operations and manage cost*

We recognize that many components come together to form a unique marketing value chain, from campaign inception, planning and execution, to delivery and tracking. Our solutions empower you to protect the integrity of your brand across your entire enterprise, while engaging your customers in a meaningful way to drive results. Contact Standard Register today to get started.

SCALABLE
CONFIGURABLE
SECURE

TECHNOLOGY
SERVICES

STRATEGIC ASSESSMENTS
SOLUTION ARCHITECTURE
PROJECT MANAGEMENT

LOGISTICS
DIGITAL PRODUCTION
PARTNER NETWORK

SUPPLY CHAIN

Cases in Point

National High-End Retailer Improves Marketing Operations through Supply Chain Optimization



With a piecemealed process of preparing promotional materials for their yearly store anniversary and kids' shoe sale, one retailer knew it was time for a change. Relying on a regional printer for the production of informational and training materials for sales associates, point-of-sale signage and order forms, and other vendors for promotional items, was an inefficient and costly process.

By turning to Standard Register for a single-source solution, all printed materials are now produced on demand, kitted with promotional items both sourced and warehoused by Standard Register and distributed to nearly 112 stores nationwide. Plus, Standard Register has partnered with the retailer to control their brand, effectively target their audience and improve their overall marketing strategy. Now the sales associates have the prep tools they need to better serve their customers, and the marketing department can focus on refining promotional campaigns and driving sales.

Insurance Carrier Improves Customer Loyalty with Cross-Media Program



A leading national insurance carrier looked to build lasting customer relationships, measure the effectiveness of its "contact" tactics and improve customer retention rates with more frequent and relevant marketing materials. Turning to Standard Register to keep the company's products and services top of mind, a multi-touch customer loyalty program was developed.

Throughout the year, customers felt at least six different communication "touches" — from direct mail and email to telemarketing and personalized URLs for response. The result: the right message and tone was delivered repetitively to customers in a very personalized way, leading to lasting customer relationships.

Leading Fitness Center Operator Relies on Local Marketing Portal to Make Marketing Materials Available to 300 Facilities Nationwide



With nearly 300 facilities in the U.S. creating various marketing collateral, materials and messaging were inconsistent among this leading fitness center operator's franchise locations. They needed an automated system for procuring printed marketing materials and sought robust reporting capabilities that would give marketing managers across the country visibility into their monthly marketing budgets. Building on an existing relationship, they looked to Standard Register for a brand management solution. Now, marketing materials such as door hangers, magnets, coasters and more are housed in an online digital storefront and available by marketing associates nationwide.



standardregister.com



600 Albany Street
Dayton, OH 45417
1-800-755-6405