



Improve the Effectiveness of Your Channel

First impressions of your brand happen every day, and every touch point — from corporate messaging to local store communications — directly impact your company's reputation. Local market sales representatives, franchise owners, agents, dealers and resellers represent your brand in their own ways, often manipulating messages, creating their own content or mistakenly using outdated or incorrect materials as they create relevant tools to connect with their local markets.

POPULAR LOCAL MARKETING CAMPAIGN TACTICS

- Advertisements
- Direct Mail
- Email
- Point of Sale Materials
- Promotional Items

As a Marketer, you want to provide the channel with the tools they need to achieve their goals. But while you need consistency, measurable results, and visibility, they want flexibility, faster processes and the ability to create local relevance. With our combination of industry-leading technology, professional services and nationwide supply chain, Standard Register's Local Marketing Solutions help you create that balance.

Standard Register advances your brand by focusing on improving the following key business drivers:

- Brand Consistency
- Time to Market
- Customer Loyalty
- Channel Adoption and Effectiveness
- Regulatory Compliance
- Return on Investment



Brand Protection Across Your Channel

Standard Register's Local Marketing Solutions deliver better brand consistency, faster time to market, more effective product launches and higher initiative adoption rates in the channel. Our tools, whether digital, printed, web or a combination of the three benefit your company and enable your campaigns from start to finish. Regardless of the media, your channel will enjoy a simple user friendly experience as they search for tools to grow their business, sell your products and services and create higher levels of customer loyalty in the designated local market.

FAST FACT

In one case, a major telecommunications firm realized 46% time savings and 36% cost savings in their product launch campaign cycle.



A Three Step Approach

With Standard Register, 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. We start with our three step approach:

ASSESS: By assessing your current channel marketing environment, we look for opportunities to advance your reputation. We focus on brand consistency, data security, quality of output and other factors that can influence the perception of your company in the market.

DESIGN: Our Solution Architects will create a specific statement of work, timeline and functional proposal, designing a solution that will deliver the specific outcomes you desire.

IMPLEMENT: We implement that solution to specifically achieve your objectives and provide regular measurements to ensure we are providing ongoing value in support of your marketing initiatives.

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 development cycle for new products and services
- More easily manage co-op and market development funds
- Faster time to market
- More efficient channel
- Higher adoption rates

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Marketing Automation Technology

Through our centralized, intuitive SMARTworks® portal, we provide marketers with a configurable, scalable and secure solution for more effectively launching campaigns through the channel, enabling you to connect every element of your marketing process in one seamless environment. With our industry-leading security infrastructure, we protect your assets, critical customer data and financial information so that you can be sure that your reputation remains intact. With our user-friendly interface you are able to store data in libraries for easy access, helping the end user to find and execute campaign and branded materials locally through their customers and target market.

Service and Supply Chain Expertise for Driving Results

Our team of professionals guides you through the implementation process, provide knowledgeable, responsive support to your ongoing needs and continually challenge your organization with fresh perspectives, ideas and suggestions to improve your local marketing results. Account Services include call center support, site and catalog management, end user training, materials design and coordination, outbound channel support, and much more. By providing ongoing reporting, metrics and quarterly account reviews, we give you transparency on how your objectives are being met, and establish ways to continue driving results.

Standard Register will also help you with supplier diversity by providing opportunities for disadvantaged suppliers who might not have the scale or ability to work with you directly. We are also passionate about sustainability and work diligently with you to reduce the environmental impact of your communications initiatives. Through our expansive digital production capabilities, certified partners, and national network of fulfillment centers, warehousing and logistics, you're ensured consistent quality and brand integrity. We improve your speed-to-market, with the ability to reach 98% of the country with two day ground shipping. This integrated supply chain experience ensures your channel has access to the right materials when and where needed, while controlling your brand standards and enabling localization of their message.

With a solution that provides full campaign execution — from the presentation of local marketing tools through the delivery of communications tactics — you're able to ensure your brand is consistently and effectively represented and protected in the marketplace. Contact Standard Register today to get started.

 **Standard Register®**
ADVANCING YOUR REPUTATION

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