

THE BIG STORY

NVISION slashes costs and improves speed-to-market for a leading global manufacturer of tires and rubber products.



COMPANY PROFILE

Our client is one of the world's largest leading tire and rubber products manufacturers. Today, they produce a wide variety of automotive and diversified products and are a leading retailer for automotive maintenance and repair.

CHALLENGE

Like any large-scale retail operation, our client knew that to compete in an omnichannel world, it needed to unify its customer experiences while optimizing its physical retail spaces. Digital disruption meant that quickly shifting customer demands and the need for more personalized; engaging experiences threatened to bog down its marketing operations into complex, disjointed silos.

Our client struggled to maintain visibility across all of its marketing operations and spending, lacked clarity into its major purchasing cost-drivers, and needed greater reliability from its production timelines so that it could budget and forecast more accurately.

Working with over 50 different vendors and agencies to fulfill its marketing logistics, the client found that critical marketing materials like print signage, mailers, brochures, point-of-purchase offers, and display experiences frequently came in late or over-budget. In a competitive industry where speed, agility, and responsiveness to customer demands are everything, the company just couldn't keep up.

With a looming headquarters relocation, it needed a better, smarter way to manage its marketing supply chain. That's when the company turned to NVISION.



RESULTS

- Improved time to deliver marketing materials by **50%**
- Cut point-of-purchase marketing costs by **80%**
- Increased direct mail frequency by **50%**
- Dramatically improved operational visibility
- Enabled responsive and personalized customer experiences

“We're much more nimble and flexible in our messaging, thanks to NVISION.”

– Vice President of Marketing from a leading global tire and rubber manufacturer

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– Vice President of Marketing from a leading global tire and rubber manufacturer

SOLUTIONS AND RESULTS

NVISION took the time to fully understand the client's goals, challenges, processes, and unique value propositions. “They offered a tremendous partnership, one that helps us be better at what we do,” says the Vice President of Marketing and Merchandising.

To solve its need for greater visibility into its marketing operations and to improve speed-to-market, especially during a chaotic corporate move, the company leveraged NVISION's powerful creative request and proofing platform. Thanks to this workflow automation, our client gets a single point of access into all open marketing projects, and specific elements can be quickly and easily advanced among teams. This accountability has slashed time to deliver marketing materials by 50%. “Now, we can turn last-minute promotions around without missing a beat,” says the client. “Whatever the best strategy is, I can say ‘yes, we can do it.’”

The company takes further advantage of NVISION's strategic partnerships and buying power to dramatically reduce costs. “These significant cost savings allow us to run more programs, which results in more revenue,” says the client. In fact, the company is now able to run 20% more direct mail programs with zero increase in budget.

And the company's total annual savings? They're massive. NVISION saves the client millions of dollars each year on its marketing operations.

But the greatest wins for the company are the experiences they're now delivering to their customers. “The customer is the focus. They want to be known, they want to have a unique relationship with our brand,” the company says. “Now we're able to deliver personalized, curated, evolving customer experiences to them on an individual basis.”

The company now has a robust, reliable partnership that empowers its marketing operations. It delivers high-quality marketing materials faster, it's more responsive to changing customer demands, and it enjoys greater visibility across its projects, keeping costs low.

For our client, they now have a partner that helps position them to succeed in an evolving omnichannel market. “It's really about thinking about the future of commerce a bit differently,” the client says. During their transition of relocating the headquarters, the client lost all but one of Brand Marketing team members. “But my organization didn't miss a beat,” the client says. “I owe a lot of gratitude to the team at NVISION who helped keep us going during that difficult time.”

Simplicity, efficiency, and reliability. That's marketing operations made smarter, the NVISION way.



NVISION[®]

Through decades of refining the supply chain process for clients, NVISION has developed the expertise needed to improve marketing operations for leading brands. We optimize the processes that bring brand touchpoints to life, delivering speed-to-market and cost efficiency.

READY TO LEARN MORE?

Contact us at 866-203-7141
or nvision.na.com