

# How MIGROS Kept Costs Down with the Right Ad Technology



When Migros decided to implement a new system, the question was, how to simplify the complexity?

**MIGROS**

master your content



“We have been able to reduce the costs of producing advertising material by a tremendous measure and to organize the process far more efficiently and transparently.”

Promotions Management, Migros

Advertising is one of the most challenging aspects of running a complex organization. Campaigns run both nationally and regionally, price differences vary depending on location, multiple cultures and languages result in variances that challenge most organizations. For Migros, based in Switzerland, a country with four prominent languages, and an organization with over 600 retail facilities, the realities of complex advertising are par for the course. When Migros decided to implement a new system, the question was, how to simplify the complexity?

## At a glance

### Industry

Retail

### Products

- Digital Asset Management
- Content Management

### Business need

Migros needs to simplify the complexity of advertising across four languages, several regions and over 600 retail facilities.

## Who is the client?

Migros was founded in 1925 and has evolved into Switzerland's largest retailer. Today, more than 86,000 employees generate some 25 billion Swiss Francs annually. The company operates throughout Switzerland and is represented by 10 regionally organized cooperatives with more than 2 million members. The Migros Group comprises supermarkets, specialized markets and product centers, as well as retailing and travel organizations. They were selected as Switzerland's most trustworthy brand in the year 2012.

# Business Results



**6 million**  
assets managed  
in the system



**70%**  
reduction in  
hosting costs



**15%**  
reduction in  
agency costs



**1 million**  
PDFs generated  
per year



**14**  
weekly variants of  
magazines, 10 regions,  
3 languages

## What are the challenges?

Migros was working with an outdated media database. To produce advertising materials they were using a large number of systems and the processes were convoluted and complex. They realized that to continue to ensure state of the art communication with customers that their aging system needed to be replaced.

Migros didn't need just another database. They needed a solution that could handle the entire production process via workflow systems that could easily communicate between different departments and agencies.

Due to the regional peculiarities of each location there was no uniform planning done or even the ability to do so. Each system was dependent upon other systems which increased the level of difficulty in trying to upgrade to a new system. The consequences of being loosely chained to multiple systems was overwhelming.

The creative process was labor intensive with high levels of manual input, which is not only expensive but also error prone. The costs were high because of the time and people power involved in creating collateral that included a magazine, price flyers, print ads, shop window posters for each regional branch, online channel branding, an app, a weekly newsletter, and point of sales posters to alert shoppers of discounts and sales as they're shopping. To top this off, Migros also prints a comprehensive annual catalog called Mi Casa to highlight their furniture and home goods stores.



## Why censhare?

Ultimately, Migros chose censhare because of its modular solution concept. They liked the flexibility of being able to deploy the entire censhare package or configure the system to meet individual requirements.

- Their requirements required a fully automated system with workflows in the background. They needed to be able to communicate based on assets to different departments and agencies to ensure that ads were uniform. Only censhare's software was able to guarantee the consistency that Migros needed to be assured of. With censhare, on top of the efficiency of the operational sequence, they are also able to ascertain the relevant data that is needed for each campaign.
- Not only was Migros able to use censhare as a publishing tool for their many advertisements but also they were able to manage their abundance of product information. They were managing over 6 million images and visuals. Beforehand the image database had been pieced together and incorporated with the production management system.

- Trying to keep track of the many images in a database not designed to keep product information in order is more than a challenge, it's almost impossible. censhare provided a well designed, user friendly platform that made it easy to link both their own and agency studios together via workflows.

## The results

As vital as efficiency and cohesion among campaign management are to any organization the true measure of an investment is the ROI that it provides. In the case of Migros they were able to reduce costs of producing advertising material exponentially. By hosting their own image database they incurred a savings of 70% compared to their old, outmoded system. Simultaneously, they saved 15% from the costs they spent on their ad agency.

**“Thanks to censhare, we have a fully automated system support with a workflow in the background”**

**Promotions Management, Migros**

# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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