

AT A GLANCE

Overview: web-based system to manage and approve external requests from distributors for a retail advertising co-op program

Industry: cosmetics

Customer profile: NASDAQ-traded natural and organic cosmetic care products manufacturer

Key Challenge: manage and approve 1,000s of requests from nationwide stores and distributors for advertising funds

Aestiva's Solution: custom system built on **Power Office** with electronic forms

Results: successful national marketing program, saved hundreds of thousands of dollars in recurring operational costs

Delivery and Cost:

- Users: 400
- Delivered: in 45 days
- Cost: under \$45,000

Co-op Advertising Management System

THE CHALLENGE

A leading publicly-traded cosmetics manufacturer distributes its product line through a thousand-plus network of retail stores and supermarkets. The company planned a co-operative advertising program to promote its products and boost sales.

The ability to effectively and efficiently manage the marketing program would directly affect the company's sales revenue - and have a major impact on the bottom line. Under the program, the company would pay 'co-op' dollars to its distributors to share the cost of advertising the company's products in local stores around the country.

The company needed a system to manage co-op requests and reimbursement requests coming from distributors. It also needed the system to let retail chains easily manage their ad requests on behalf of multiple stores in the chain.

Requirements included an audit trail, extensive reporting, plus the ability to create new reports as needed after deployment without having to purchase new modules or expend IT/programming resources. The system needed to be advanced, yet custom-fit to the manufacturer's business processes.

THE AESTIVA SOLUTION

Aestiva's Production Department assembled a solution with a Co-op Request form that allows distributors and retailers to make requests and obtain approval and reimbursement credits for ad purchases. Retail chains and stores can now manage their own requests over the web through an Internet browser.

The system enabled the company to significantly expand its marketing program - with no direct increase in management costs. The system was quickly implemented and now delivers fast turnaround. It provides **hundreds of thousands of dollars in recurring annual operational savings**. More importantly, it is a significant contributor to bottom line company growth.