



cierant®



Instigo™

One stop to in-store.

**A shopper marketing program  
management system.**





Instigo™ removes the confines of traditional program management so that brands can expand program reach.

## The Challenge

The time and energy CPG brands must exert to achieve shopper marketing program execution often outweighs the return on investment and prohibits them from maximizing their in-store presence across regional retail partners.

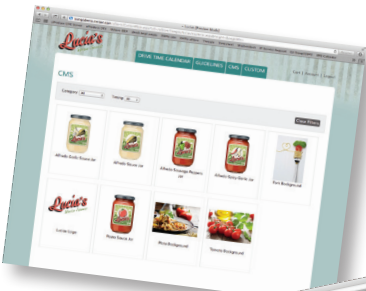
## The Solution

### From Fragmentation to SM Innovation

A pioneer of high-efficiency marketing processes, Cierant recognized that the path to in-store could be revolutionized through intelligent application of workflow automation technologies.

### Introducing: Instigo™

Instigo is a turnkey shopper marketing program management system, named Editor's Choice by Shopper Marketing magazine and implemented by some of the most recognizable names in the world of consumer packaged goods. The system removes the bottlenecks of traditional program management by streamlining the path to program execution into one intuitive, highly automated online system that arms CPG marketers with a suite of tools that make retail promotions faster to design, simpler to produce and easier to track and measure.



**Innovation-driven CPG companies are migrating to Instigo online program management because of its proven ability to be:**

### FAST

Accelerates cycle times by 80% while reducing creative and production costs

### AUTOMATED

Streamlines processes by 40% while increasing management visibility into field activity

### GROWTH-DRIVEN

Extends shopper marketing across more retail partners without additional overhead burden

### EFFICIENT

Centralizes resources and eliminates redundant work effort while improving brand consistency

### STRATEGIC

Enforces shopper marketing best practices and pares down programs to top-performers



# Instigo™

## One stop to in-store.



### Revolutionizing the path to in-store through six key features:

#### 1. **Tactic Templatization**

Brands most frequently used in-store and digital tactics are configured into customizable online templates organized under the programs for which they are available. In transforming tactics into standardized templates, room for error is eliminated, brand consistency is better maintained and overhead costs are reduced.

#### 2. **Sales Resource Suite**

Enable sales users to easily locate and access materials critical to forging new retail partnerships and improving program execution strategy across current customers with a resource suite that features presentations, program sell sheets, cover letters, SM policies, essential business forms and more.

#### 3. **One-Touch Customization**

An automated workflow empowers sales members to select retailer-specific tactics and customize them with brand-approved creative, including variable offer headlines and descriptions, product shots, recipes, retailer logos and more via managed option menus.

#### 4. **Custom Reporting**

Custom reporting is available across a broad range of system activities, including program spend in relation to available budgets, most frequently ordered programs and tactics and retailer participation. This data can be used to pare down programs to top-performers and measure sales success across accounts.

#### 5. **On-Demand Execution**

Instigo's Program Execution Team processes and fulfills all incoming program orders upon receipt, including creation and submission of job tickets, quote acquisition, file trafficking to production or agency partner and shipment tracking to provide full-service program management support.

#### 6. **Digital Asset Management**

Gain on-demand access to all of your program assets. Our digital asset management software syncs with Instigo for automatic asset archiving and retrieval so the asset you need is at your fingertips. Equipped with comprehensive version control, the asset library is organized by the attributes and categories most efficient for your sales users.



## Multi-Tactic Campaign Execution

Instigo integrates Cierant's broad array of cross-media marketing services to provide omnichannel engagement throughout the complete shopper journey.

Multi-tactic program packages can include:

### Pre-Shop Engagement

- Personalized ads with performance tracking
- Personalized landing pages
- Digital banners
- Circular ads
- Social media integration
- Program microsites
- Interactive direct mail campaigns

### In-Store Engagement

- Header cards
- End caps
- Communication boxes
- Shelf blades
- Demo kits
- ISV displays
- Tear pads
- Easel back counter cards
- Ad tags
- IRC's
- Shelf danglers
- Circular ads

### Post-Shop Engagement Tactics

- Personalized emails
- Direct mailers with personalized URL and QR code integration

Enhance your brand equity and extend your budget potential across your complete distribution channel with a dynamic system that is revolutionizing the path to retail activation.



34 Executive Drive  
Danbury, CT 06810  
203.731.3555

[www.cierant.com](http://www.cierant.com)



Our commitment to secure data management is evidenced by our ISO 27001 certification, the only auditable and internationally accredited information security management system (ISMS) that works to ensure the confidentiality, integrity and availability of all business and customer data entrusted to us.

©2015 Cierant Corporation. All rights reserved. Cierant and the Cierant logo are registered trademarks and Instigo is a trademark of Cierant Corporation. All other registered trademarks are the property of their respective companies.

Instigo\_Trifold\_Brochure\_2015\_Letter\_Sized\_102015