

Success Story

AccuStore™ lowers marketing costs by over 30%



THE CLIENT

Founded in 1971, Thorntons is one of the leading independent gasoline and convenience chain retailers in the US. Headquartered in Louisville, Kentucky, Thorntons operates over 170 gasoline and convenience stores, car washes and travel plazas in five states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida.

THE CHALLENGE

The client had three requests: 1) help simplify in-store marketing execution, 2) help reduce marketing costs due to errors in judgment and 3) help ensure the accuracy of their store intelligence. They wanted to give the stores more time to focus on helping customers rather than worrying about if they received the right size signage for a POP campaign or trying to update and circulate spreadsheets for the head office.

THE SOLUTION

AccuStore™ was able to solve all three challenges by implementing a site intelligence platform and POP management technology. Onsite surveys at all stores gave us the data on signs, architectural details and fixtures. With this data securely stored and available for the head office to share, the stores were free to focus on customers. Marketing was also able to generate store-specific POP that married the category manager's promotional needs with the needs of each store. The result: 33% reduction in POP spending, accurate printing and signs that reflect the merchandise offerings of each store.

Success Story

Store No: 34		
ARCHITECTURAL		
2 Refills 59c Up To 64 oz (SFB-007)	A Frame Banner	
4 SAVE 3¢ PER GALLON EVERYDAY SAVE PENNIES ON THE GA	Bumper Pole 44x25 -Face Side-Street	
8 Free Aquafina 20oz when you purchase Naked Juice O	Cooler Door Static 5 x 8 (Juice)	
9 Gallon Juice Drink \$1.99 Each (CDS-022)	Cooler Door Static 5 x 8 (Juice)	
59 --2 Foot Bumper Pole Tie--	Hardware - Bumper Pole Tie	
63 Refills 59c For Fountain & Fizz Freez Up To 64oz (Building Frame Insert 41 x 55	
66 Hot Summer Deals \$2 Any King Size Candy & Any Size	Pump Topper Inverted 25 x 20	
67 Hot Summer Deals Refill to Go! Any Size Fountain	Pump Topper Inverted 25 x 20	
68 Hot Summer Deals \$4 Two Roller Grill Items, Frito	Pump Topper Inverted 25 x 20	
69 Hot Summer Deals \$2 Any Size Fountain Drink & \$1.4	Pump Topper Inverted 25 x 20	
85 59c Refills For Fountain & Fizz Freez Up To 64 oz(Bumper Pole 44x25 -Face Side-Street	
86 59c Refills For Fountain & Fizz Freez Up To 64 oz	Bumper Pole 44x25 -Face Side-Street	
-Spaceholder-		
26 Pepsi 16oz 2/\$2 Reg. \$1.19 Each (DS-078)	Display Strip 27.25 x 1.25	
65 Various Fountain Pricing 59c	Mug Header 14 x 14	
Store No: 36		
ARCHITECTURAL		
2 Refills 59c Up To 64 oz (SFB-007)	A Frame Banner	
63 Refills 59c For Fountain & Fizz Freez Up To 64oz (Building Frame Insert 41 x 55	
66 Hot Summer Deals \$2 Any King Size Candy & Any Size	Pump Topper Inverted 25 x 20	
67 Hot Summer Deals Refill to Go! Any Size Fountain	Pump Topper Inverted 25 x 20	
68 Hot Summer Deals \$4 Two Roller Grill Items, Frito	Pump Topper Inverted 25 x 20	
69 Hot Summer Deals \$2 Any Size Fountain Drink & \$1.4	Pump Topper Inverted 25 x 20	
PRIORITY FILL		
9 Gallon Juice Drink \$1.99 Each (CDS-022)	Cooler Door Static 5 x 8 (Juice)	
-Spaceholder-		
65 Various Fountain Pricing 59c	Mug Header 14 x 14	
STORE TYPE		
34 .25inch clear border (Facing out - static side -le	Front Door Static 23 x 40	
34 .25inch clear border (Facing out - static side -le	Front Door Static 23 x 40	



Sign	Comp. Quantity	GSP Quantity
Register Sign	560	449
A-Frame Banners	135	31
Pumptoppers	1400	1119
Self Serve Bucket Sig	1400	1336
Window Cling	375	332
	3870	3267

