



# Streamline catalogue production



## Customer Snapshot

### Market

- Retail - Whitegoods and Electrical

### Goal

- To streamline and improve the production process of catalogues and local area marketing to ensure brand consistency and cost efficiencies

### Solution

- Implementation of one onsite studio team to produce all materials
- Collaborative and close working relationship
- Strong consistent national brand application
- Value-added services including photography and retouching

## CUSTOMER

The Good Guys

## WEB

<http://www.thegoodguys.com.au>

## ABOUT

The Good Guys is one of the largest electrical and white goods retail companies in Australia. Synonymous with a large range of the biggest brands in electrical appliances at exceptionally low prices, their trademark enjoys instant recognition amongst Australian consumers from all walks of life.

The cheerful, friendly nature of The Good Guys brand resonates in their store designs, layouts, product offering and advertising as well as in their day-to-day dealings with customers.

Through their unique business structure and aggressive marketing, The Good Guys continue to experience strong growth with nearly 100 stores nationally.

## THE CHALLENGE

The production of The Good Guys catalogues was traditionally a slow and cumbersome process, with little to no audit trail or defined processes. Further to this, it was found that individual stores were using their own local designers to update and prepare local press advertising and point of sale materials. This resulted in inconsistencies and inefficiencies in maintaining and protecting The Good Guys brand nationally.

## THE SOLUTION

After assessing The Good Guys production needs and brand challenges it was determined that the best solution would be to install an 'onsite studio' at The Good Guys Airport West head office to work closely and in alignment with The Good Guys marketing team.

The PMP Digital 'onsite studios' team consists of 14 people who are solely dedicated to meeting the creative production needs of The Good Guys; including production of all catalogues, press ads, point-of-sale, and local area marketing.

By working in close proximity to The Good Guys marketing team, the 'onsite' team are able to rapidly deliver requirements, be responsive to requests and changes, and work to strict turnaround times.



In addition to the creative 'onsite' team, The Good Guys also utilise PMP Digital's digital photography and retouching services (through Dimension Studios) for their visual merchandising and local area marketing imagery. Dimension Studio's professional team of photographers ensure that all images are of a high quality and meet the standards required by The Good Guys. They are also able to ensure consistency and styling requirements are met.

### THE RESULTS

PMP Digital is now an integral partner of The Good Guys. As a result of this collaborative relationship, The Good Guys catalogue production process is more streamlined and efficient, allowing them to save time, money (hundreds of thousands of dollars annually) and resources.

The process is managed and owned by highly competent and experienced PMP Digital staff who have the skills and are trained to produce exactly what The Good Guys need.

One specialised team has also resulted in a stronger more consistent national brand image for The Good Guys throughout their catalogues, press advertising and other local area marketing materials.

The Good Guys now produce 35 per cent more jobs (including catalogues and press advertising) faster and more cost effectively than they did with their previous production company.

### FOR FURTHER INFORMATION

Call 1300 766 420  
or visit [www.pmpdigital.com.au](http://www.pmpdigital.com.au)

[info@pmpdigital.com.au](mailto:info@pmpdigital.com.au)

**“ PMP Digital has helped us produce more catalogues and ads faster and cheaper than we were previously doing. Our costs are very stable and overtime has become a thing of the past. ”**

Louise Earp - Production Manager  
The Good Guys

### About PMP Digital

PMP Digital is one of Australia's leading premedia companies. With production facilities located across Australia and supported by a strong team of skilled employees, PMP Digital specialise in the creation, design, production and automation of marketing communications to the retail, packaging, corporate and creative services industries. As part of the PMP Limited Group of Companies PMP Digital have access to over 3000 employees who specialise in targeted consumer insights, photography, printed communications and distribution.