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2023
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CONFERENCE FOR
NEW CREATIVES

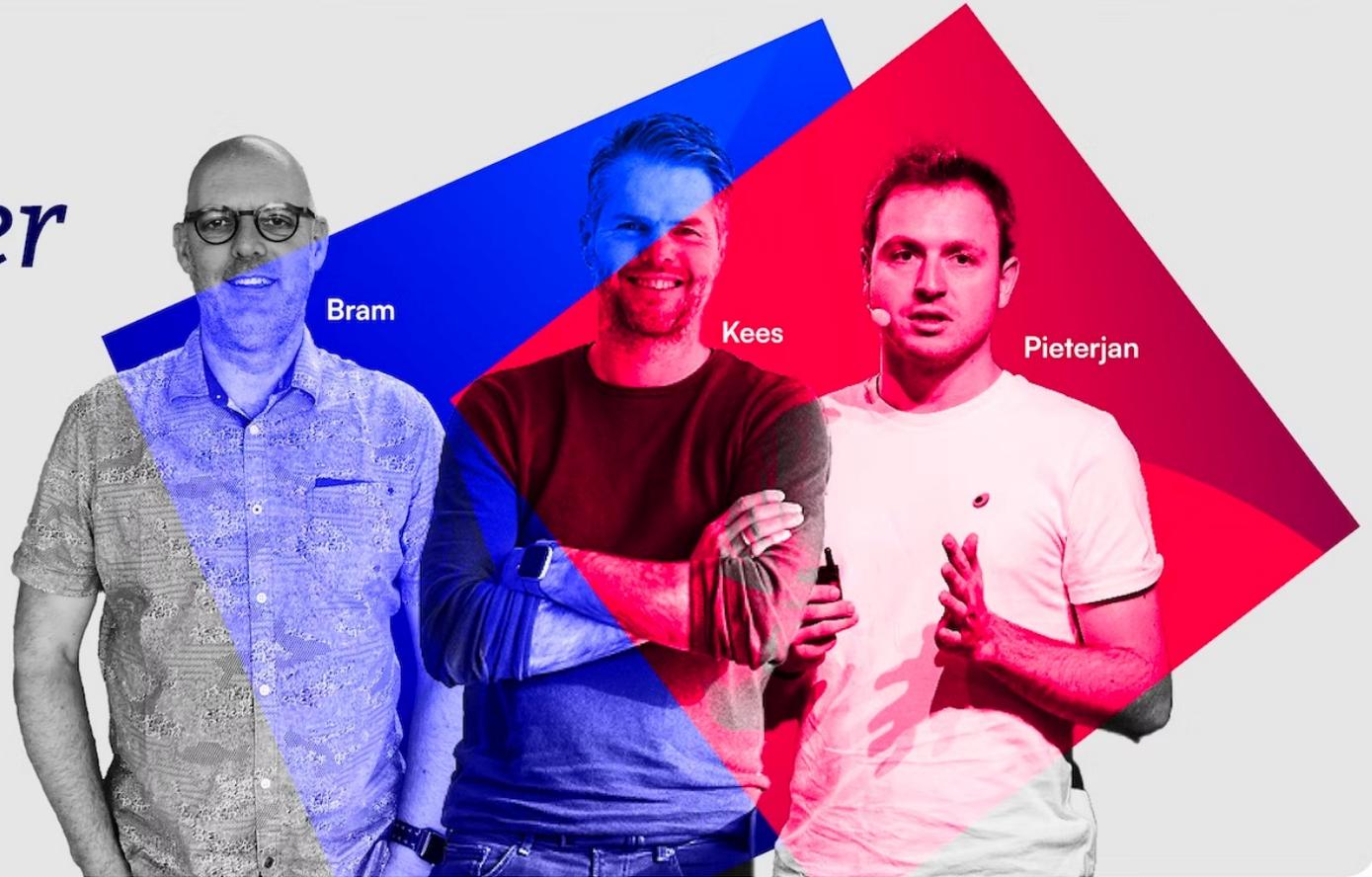


Points of Scale

Execute Faster Promotional Campaigns.

Free Webinar
20/07

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Points of Scale Webinar Series



- Episode 1: Retail graphics production at scale
 - Episode 2: How to enable local Retail promotions
 - Episode 3: Retail Promotions: The Agency Point of View
- Today
Tue 5 September
Tue 10 October

Points of Scale

Still designing retail promo graphics manually?
Start automating.

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Layouts

- Default
- Digital Format
- Billboard
- Brochure Cover

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How to enable *local Retail promotions.*

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Tue 5 September,
4pm CET / 10am ET

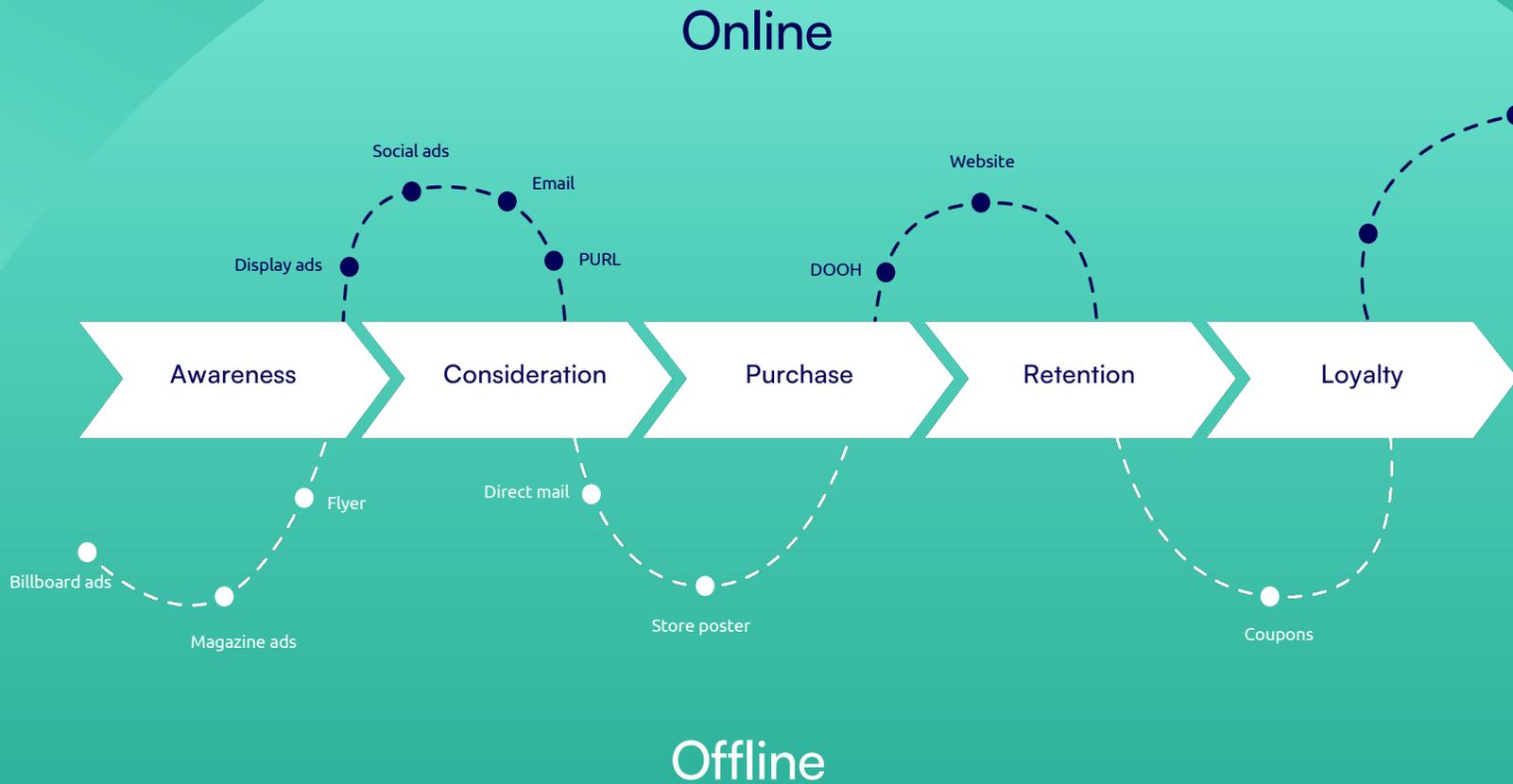
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Retail Promotions:
The Agency Point of View.

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Marketing = Omnichannel





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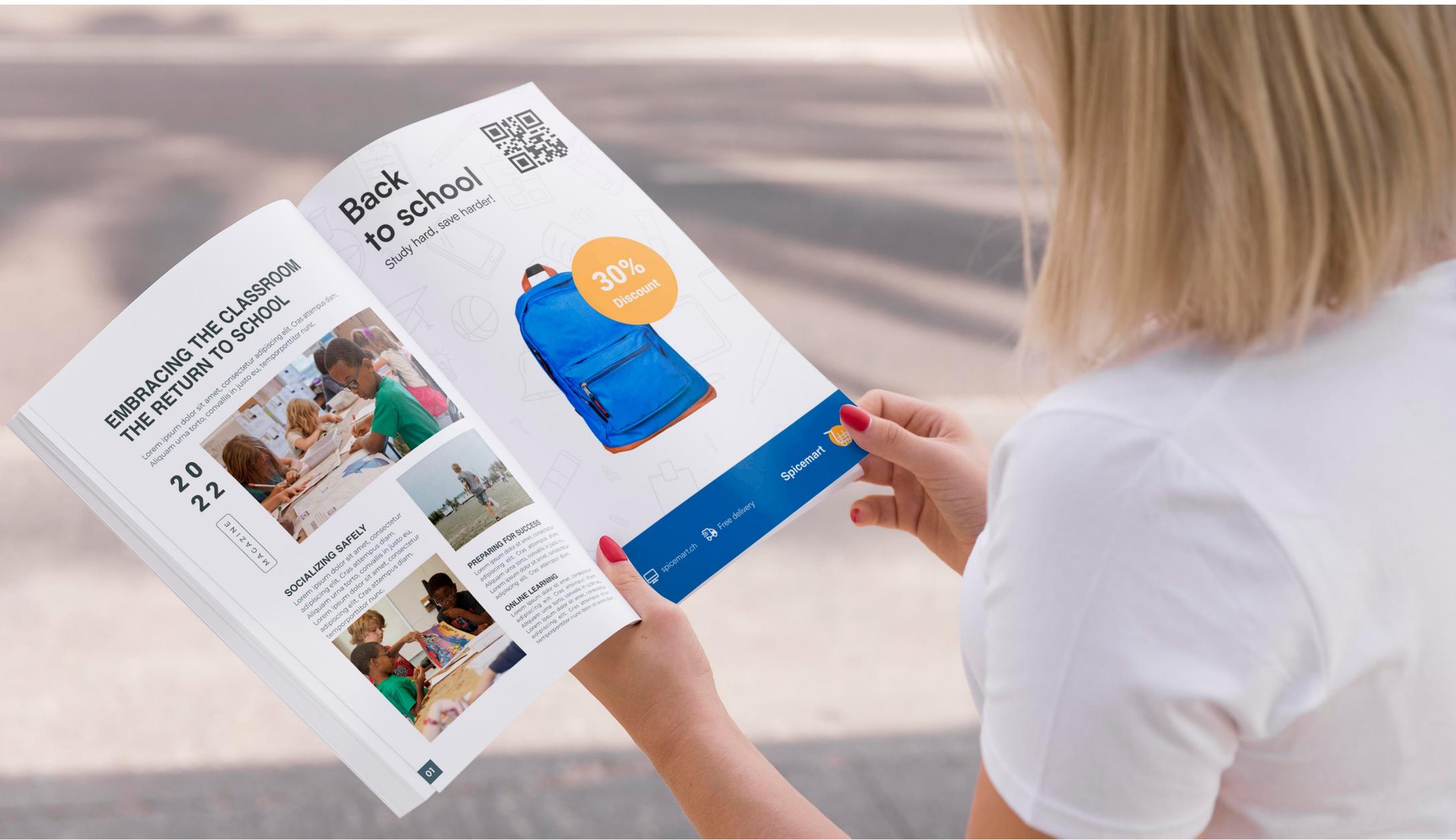
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EMBRACING THE CLASSROOM THE RETURN TO SCHOOL

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MAGAZINE



SOCIALIZING SAFELY
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PREPARING FOR SUCCESS
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ONLINE LEARNING
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Omnichannel = Asset sprawl

channels
X
products
X
asset types
X
promotional offers
X
languages
X
...



Print



EN

FR

NL

漢字



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Digital



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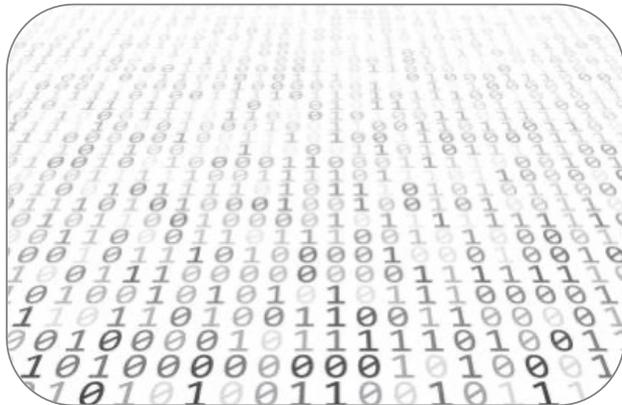
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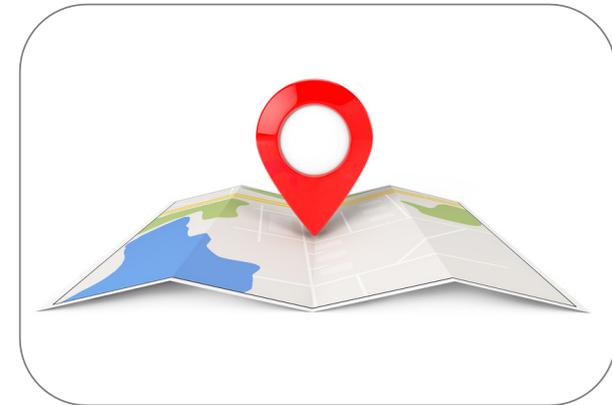
Retail Promotions have even more requirements



Data-centric



Responsive to market shifts



Locally relevant, personalized



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Too Cool For School?



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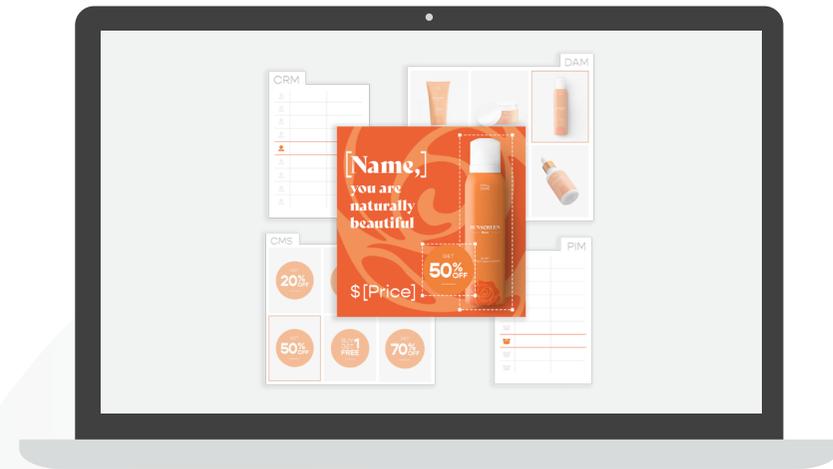
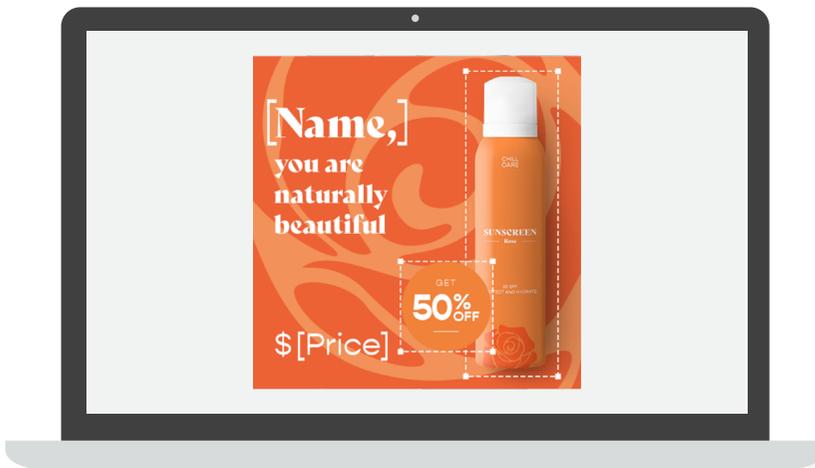
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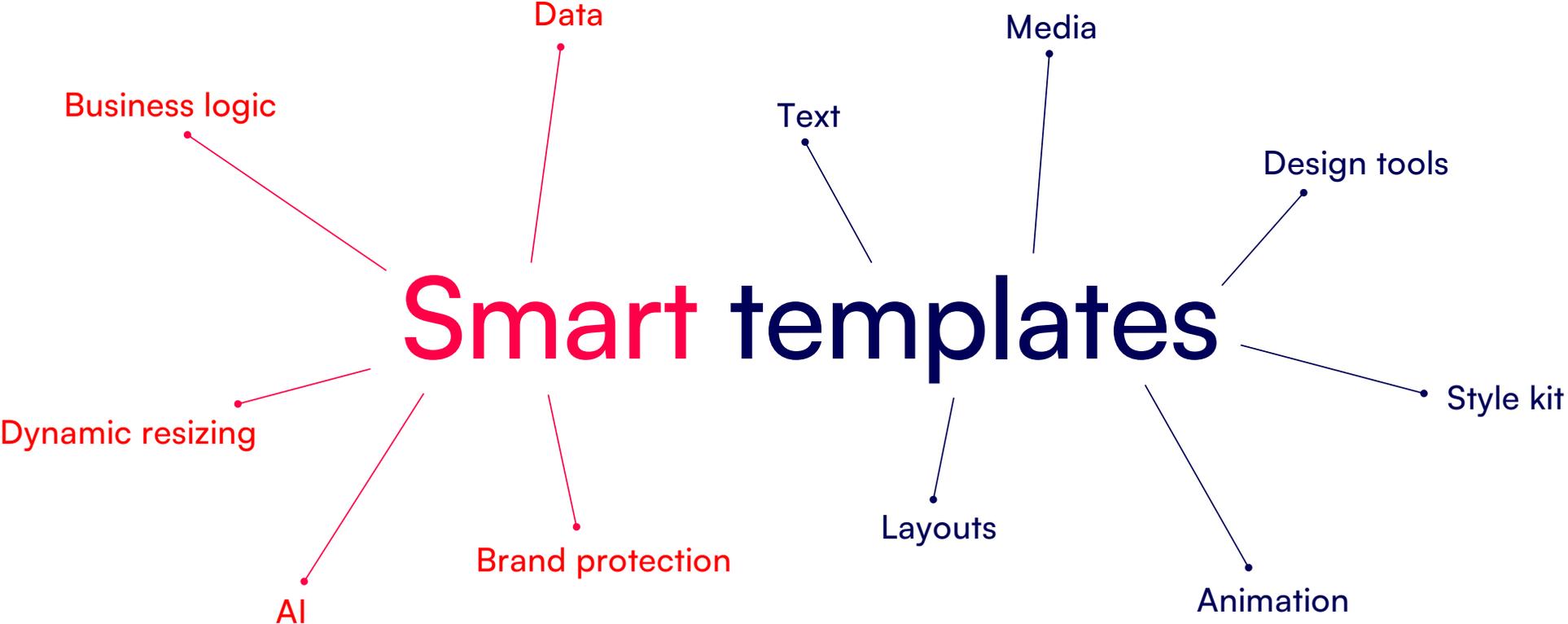
Smart templates are your secret weapon

Template



Smart Template





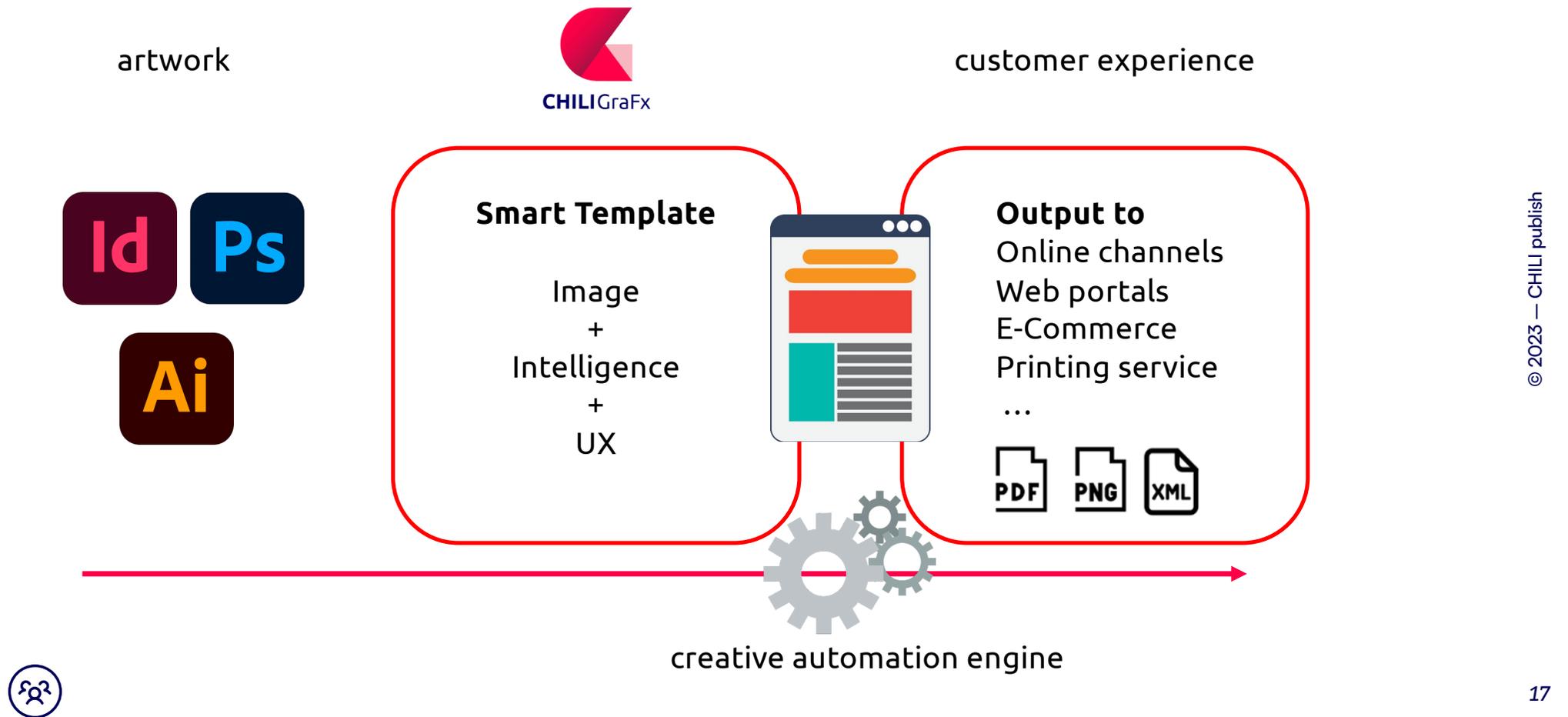
Action!

Step 1: Create a smart template and make adjustments

Step 2: Connect a data source and generate asset variants

Step 3: Use the API to deliver the assets headless

Smart templates connect artwork to target markets



Now you know why the world's leading retail brands and agencies bank on CHILI GraFx



MARS

AIRBUS



P&G



HAVAS

Coca-Cola



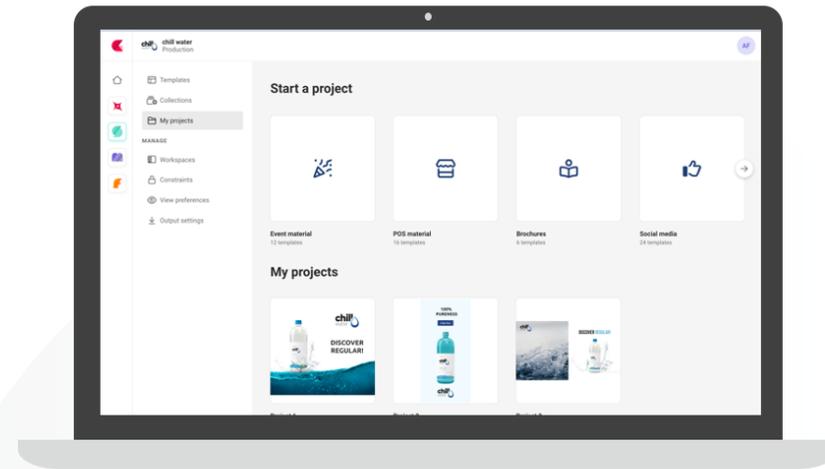
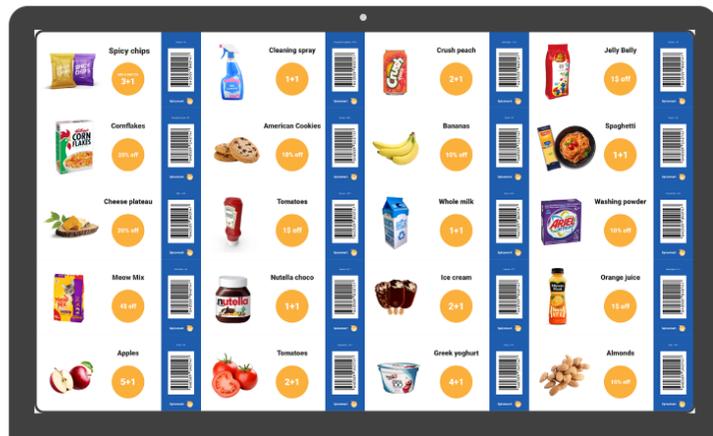
ARiSTiD

TBWA



Graphics production top-down, bottom-up

Produce Multichannel Graphics at Scale



Enable Non-designers with Brand Assets at Scale



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