



Vauxhall case study



VAUXHALL

Field Marketing

POS merchandising and compliance service



Regionalisation



Environmental Management



Live Data Capture



Stores



Retail Insight



Distribution



Planning

Implementing the national Point of Sale merchandising service across Vauxhall Retail facilities.

OBJECTIVES

- Achieve optimum compliance of POS material to drive sales
- Ensure showrooms are compliant with regulations related to finance and environment

ACTIVITY

- Installation and uplift of POS, including posters, showcards and lightbox inserts
- Conduct showroom surveys
- Ensure display models are fully accessorised
- Quarterly visit of 400 sites over 5 days



COMPLIANCE = 99%

