

LION NEW ZEALAND

True North have proven themselves a trusted, partner to Lion over a 14 year relationship, delivering innovative products, simplified processes and cost savings.



CASE STUDY

AT A GLANCE

Challenges

- Specialist product needs
- Nationwide time critical range
- Brand guardianship
- Cut-through at point of sale
- Broad customer & consumer bases
- Volume & variety of collateral

Benefits

- Collaborative & Innovative
- Cloud based secure solution
- Flexible user interface
- Robust version control
- Seamless service, from Agency collaboration to distribution



Innovate | Simplify | Save

Our key visions of Innovate, Simplify and Save have been ably demonstrated with the sourcing, storage, kitting and distribution solutions we have developed in partnership with Lion.

John-G Snaith

Chief Executive - True North

OBJECTIVES

Lion run nationwide, time-sensitive campaigns that needed a partner who was experienced in all aspects of print from agency to production and distribution. A partner who was able to pull together all the complex elements, deal with hundreds of activation channels and deliver on-time, on-budget, to-brief in a robust manner. Every time.

SOLUTIONS

True North has innovated throughout their long partnership with Lion. Starting with a Digital Asset Management (DAM) solution back in 2009, it quickly grew into managing all of Lion's printed products, kitting, point of sale products, merchandise and event management.

Since then True North have developed processes linking Lion's in-house shopper marketing system, marketplace planning, design and external agency to ensure an efficient and smooth supply from design to delivery,

KEY BENEFITS

Benefit 1

Innovative, effective, on-brand, point of sale ranges sourced, manufactured and installed to meet time-critical deadlines and to budget.

Benefit 2

Accurate and timely 3rd party logistics (3PL). Consumer online merchandise and branded product orders picked, packed and delivered. In full, on time.

Benefit 3

Specialists working as an extension of Lion's team ensure deadlines are met, budgets are controlled and information flows are maintained. Resources are scalable to meet all project needs & weekly WIP meetings increase transparency while managing expectations.