



CHECKPOINT

OBJECTIVE

Appointed in June 2006, Storm Communications had clear objectives for Checkpoint Systems: help raise awareness of the company's market-leading position, establish as THE industry expert, highlight USPs and communicate product benefits of both new and existing products and services - all in a bid to help increase sales.

In addition to external communications, Storm was tasked with helping the marketing manager improve employee communications and boost morale within the UK headquarters.

SOLUTION

Storm implemented a proactive media relations campaign to outline Checkpoint's successes and new solutions, reaching customers and sales prospects through business, national and trade publications. In addition, external newsletters targeting prospects and Checkpoint's key accounts were devised as a direct vehicle to strengthen relationships and drive sales.

Supporting the marketing manager, Storm put in place internal awards, company values and employee champions to increase the motivation of employees. This was complemented by an internal newsletter to facilitate better communication between management and staff.



RESULTS

The internal scheme has proved to be a great success with employees and management commenting on the advantages of increased honesty and flow of communication. Motivation and ownership within Checkpoint have seen vast improvements.

Externally and in the media, Checkpoint's share of voice has increased considerably and successes have included thought leadership articles in key industry titles, providing spokespeople for retail and theft related industry issues, and gaining speaker platform opportunities at industry conferences and exhibitions.

CNBC, The Guardian, The Times, BBC Radio 4, BBC2 Working Lunch, Sky News, Retail Week, Professional Security, Fashion Business International and Packaging News are just some of the titles that Checkpoint have appeared in over the last 12 months, creating coverage with an EAV of over £220,000 and delivering an ROI of five-to-one.

How to tackle the country's crime wave

Officially overall crime in the UK is on the way down but retailers, in particular, may take more convincing that they are too prone to criminal damage if recent figures from insurer Axa are representative.

Retailers across the UK are already well equipped with the latest security technology and the government advice from the Home Office is to invest in it. But the fact that the country's crime wave is still going on is a worrying sign for retailers. Axa's figures show that the cost of criminal damage to retailers in the UK is £1.2 billion a year, up from £1.1 billion in 2007. This is a significant increase, particularly when you consider that the overall crime rate in the UK is down. Axa's figures also show that the cost of criminal damage to retailers is increasing faster than the overall crime rate. This is a worrying sign for retailers, particularly those who are not investing in security technology.



Security guard at a retail store.



Security guard at a retail store.

Table with 2 columns: City, % of total. Rows include London, Manchester, Birmingham, etc.

Metro Asian tag trial underway

Metro Group, the European retail chain, has initiated a three-month pilot scheme trialling the use of RFID tags on shipments of goods from Asia.

The 'Tag It Easy' pilot will allow Asian suppliers to order pre-printed labels and tags from Metro's RFID partner, Checkpoint Systems. The tags will store the serial shipping container code (SSCC) and will be examined at several checkpoints along the journey from Hong Kong to Germany.

Metro Group will receive an electronic delivery note in advance of the shipment, detailing the contents of the container. 'Jointly, Metro and its suppliers want to guarantee that products are always available to our customers,' said Dr Gerd Wolfram, managing director of MCI Metro Group information technology.

'In particular, it's important for promotional items to be in the right place at the right time.' Metro has standardised on UHF EPC-Gen 2 tags for compliance to all regional requirements: 917-922MHz for China; 920-925MHz for Hong Kong; and 865.6-867.6MHz for Europe.

More retailers back our crime fight

Letters to the Editor: TAKE RETAIL CRIME SERIOUSLY. Retailers are taking a more active role in fighting crime. This is a positive step towards reducing retail crime. Retailers are taking a more active role in fighting crime. This is a positive step towards reducing retail crime.

Online Retail Week banner with text: Retail Week Online. A red banner with white text.

PUTTING SECURITY ON TRIAL

Technology plays a central role in retailers' efforts to tackle store theft, with trials and the implementation of new systems helping retailers to identify their security needs as well as reducing future research and development.

As the retail industry continues to face a rise in store theft, retailers are turning to technology to help them fight back. This is a positive step towards reducing retail crime. Retailers are taking a more active role in fighting crime. This is a positive step towards reducing retail crime.



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THE TIMES

Advertisement for TOTAL security solutions. Includes text: Design, Installation, Service and Support. Features a logo for TOTAL.

Checkpoint unveils NDRF tag system for shoe chain

Advertisement for Checkpoint's NDRF tag system. Includes text: Checkpoint Systems has provided a new digital radio frequency (NDRF) goods tagging system to European shoe retailer Reno as a first step into radio frequency tagging. Includes an image of a shoe with a tag.

How managers rise to challenges

Advertisement for retail security solutions. Includes text: Retail security managers are facing the challenge of how to keep their stores safe. Includes an image of a store interior.

Advertisement for solutions to shop shrinkage. Includes text: Solutions to shop shrinkage. Includes an image of a person's face.

Advertisement for ShelfLife security solutions. Includes text: ShelfLife. Includes an image of a person's face.

The Grocer

Advertisement for The Grocer magazine. Includes text: The Grocer. Includes an image of a person in a Santa suit.

EMPLOYEE SCAMS COST STORES DEAR

Advertisement for Professional Security. Includes text: Professional Security. Includes an image of a person in a uniform.

Advertisement for total retail magazine. Includes text: total retail. Includes an image of a store interior.