



ODIN

OBJECTIVE

Launching a new technology system to retailers and brand owners in the food and drink sector is a challenging task. So ODIN approached Storm to compile a 10-month public relations programme that began in January 2007. The aim was to create noise about the design-to-print brand development system, showcasing its existing credentials and unique business benefits.

SOLUTION

A proactive media relations campaign was implemented to reach all relevant marketing, packaging, printing and grocery retailing titles. A comprehensive media tour of the key titles with a spokesperson from ODIN ensured that the journalists were briefed thoroughly on this complex brand management system, while a full media pack provided all information from launch release, interesting facts and figures, through to case histories.

On-going media relations complemented the launch and kept ODIN front-of-mind over the 10-month campaign period. Case studies, company profiles, viewpoint columns, ad-hoc opportunities, and news releases were issued to constantly ensure ODIN retained a presence in target publications.



RESULTS

As a result of the PR activity, ODIN has received a number of new business enquiries as well as creating some crucial contacts within the media. The programme achieved coverage in titles such as Packaging Europe, The Grocer, Checkout, Retail Week, Retail Bulletin, Retail Packaging, Retail Technology, Food Chain, Food Processing, Food Trade Review, and Food and Beverage International.

The PR activity reached an audience of 774,774 and resulted in coverage with an EAV of more than £45,000, delivering a 2.5 times return on investment.

CAREER PATHS

Martin Hawkins
Executive director of
Odin services
Odin



I got hooked on the print and graphics industry while doing work experience, so after 'A' Levels I joined the repro department of a magazine printer and stayed there for five years. Then I studied for an economics degree. After graduating, I did a spot of travelling and then joined Gilchrist Brothers in 1996 as an account executive. In 2000, Gilchrist Brothers was acquired by Watt International of Canada. I had already started climbing up the greasy pole of management, working with Asda, which at that time was producing around 3,000 new SKUs per annum. Then with Watt Gilchrist I started working with Asda to create the brief for Odin, a brand management tool. It has been used to manage work for Danone, Twinnings and Asda.

The best move I ever made was...
Getting involved with the development of Odin. I have always found the value technology can bring to a brand fascinating.

Danone Biscuits extends print deal

The Danone group Biscuits Business units have announced its rollout of the Odin design-to-print brand management system in a further five European countries, following successful trial in France and the Czech Republic.

Removing 25% from the time taken to complete the graphics production process, the system is due to be implemented in Spain, Belgium, Italy, Poland and Hungary by the end of 2007.

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and operating in many different countries makes this a challenging task for Danone. With the help of Odin we can make the entire graphics process and have been able to create a European system that can be tailored for each market.

"Our speed to market has increased by five days as a result because digital storage of graphics assets is more efficient than physical storage. It also allows us to have a single source of truth for all our graphics assets, which means we can be sure that we are always using the latest version of our assets."

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CONTACT:
Odin
www.asdodin.com

Checkout

Picture perfect



ASDA is also using another collaborative technology called Odin to manage the brand management part of its new product development process. The technology, developed by Watt Gilchrist, is a web-based software solution that interfaces with Creations and holds all documents and images associated with the branding and packaging of new products.

Martin Hawkins, executive director of Odin, says "Odin streamlines the NPD process by getting rid of duplication. It makes the workflow very transparent and utilises 'push product management'. Everyone can see everyone else's comments online, and this speeds up the process."

Odin was used by Asda to manage the recent re-launch of the premium Extra Special range. "Asda decided in February or March it was going to re-launch the entire Extra Special range with a goal to get products on shelf by September," says Hawkins. "They started from scratch with no guidelines or specifications and they were also removing products from the mix."

In March or April they entered the product development stage, according to Hawkins. Then new products had to go through consumer panels, market research, and packaging design, all managed on the Odin system. 750 new Extra Special lines successfully made it onto shelf by the September deadline.

Sam Morgan, general manager Asda brand, says "With the Odin system in place, we are the experts at hitting the market with new products in a timely fashion. The new lines of the Extra Special range are a perfect example of the improvement we have made in delivery."

Odin enabled a much tighter way of measuring the value of the Extra Special?," says Hawkins. "Pre-Odin Asda was taking 2,000 products to market a year. Now it is launching 6,000 products with fewer people."

BRAND MANAGEMENT SOLUTIONS

For companies in the retail sector the speed to market of a product is essential for gain the all important competitive edge. An efficient system based development process is required to ensure and ensure efficiency. Asda's robust technology, Odin brand management solution has been a vital production of ASDA's products and how it's working. Mike has looked at three different systems.

Creations is a web-based brand management system that allows brand owners to manage their brand identity across all touchpoints. It provides a central hub for all brand assets, including logos, fonts, and images. It also allows brand owners to track and manage their brand's performance across different channels.

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Somerfield upgrades artwork proofing system

Supermarket chain Somerfield is upgrading the system it uses to proof artwork for its own-label products. The retailer has been using the Odin system, which shortened the approval process for designs of the company's own-brand packaging, for the past two years.

relevant individuals, whether inside or outside of Somerfield. Each person in the approval process can add digital notes to files, which provides an audit trail of changes made. In addition, an asset management repository allows all up-to-date images and graphics to be held centrally, where they can be accessed for use in marketing and promotions.

Online Retail Week

programme in place for own-label and Odin will help us meet the demanding artwork schedule," he said. "The quality of the product we put on the shelf, from ingredients to packaging, is key for us and Odin enables us to increase speed-to-market without detracting from our high standards."



Twinnings tackles branding demands with Odin

TOPTEA manufacturer Twinnings has revealed it has reduced the

with the spiralling artwork demands. "With the volume being



Checkout

resources, we're looking at increasing our efficiency. We're looking at increasing our efficiency. We're looking at increasing our efficiency.

Twinnings uses Odin Sprint to manage the design and graphics process, keeping all parties up-to-date with the status of artwork and allowing simultaneous, real-time amendments of artwork. "As a global company, it is essential that our artwork can easily be approved by people anywhere in the world and Odin giving us this ability has sped up the sign-off time significantly. With deadlines getting tighter, this was a

key selling point of the Odin system," said Start. Working in conjunction with Sprint, the Odin Assets storage retrieval system acts as a central library for all graphics, designs and briefs, allowing consistency across brand communications and encouraging image recycling, which in turn keeps costs down.

Twinnings has now been able to increase the number of artwork changes going through each year from 800 to 1,200.

NEWS

GMA Martin Hawkins

'Brand management business solution'

David Strydom spoke to Odin executive director, Martin Hawkins, about the company's new brand management business solution

Who is Odin?
Odin is a world-class brand management business solution that helps companies deliver

How did you come up with the idea?
This system is the brainchild of Paul Bean and myself. It was conceived as a management tool for clients to help bring together all elements of the product development, design approval process into one easy-to-use system.

Working with clients such as Asda, Tesco, Danone and Somerfield, Odin has evolved and developed to truly meet the challenges of these companies and been proven to offer significant relative advantage by dramatically reducing speed to market by up to 30%.

Is there a spin-off?
Odin is the first online brand management system of its kind on the market. Designed primarily for retailers, it has also been adopted by brand owners to ensure the development process is controlled and managed effectively so costs are minimised and the

highest quality achieved, of course all within the shortest timeframes.

Describe Odin's functional modules
With three functional modules, Odin provides a flexible system that can work separately or be combined depending on the client's requirements. Odin On-Time manages the New Product Development production cycle and gives brand owners total control by planning the entire workflow and execution process. This interactive module communicates specific tasks to individuals within the team and provides continual up-to-date information on the status of the project to the brand manager, tracking completed actions and highlighting overdue ones. Once complete it also manages the final stages providing printing specifications, management of external printers as well as legal reporting of waste volumes. **enr216**

The Grocer

RETAIL TECHNOLOGY

Odin streamlines food and drink brand management

odin

After four years in development with clients such as Asda, a new online brand management system called Odin is now being brought to market in a bid to streamline and speed up the brand development process for grocery retailers, private label manufacturers and brand owners. Odin is the first online brand management system of its kind on the market. Designed primarily for retailers, it has also been adopted by brand owners to ensure the development process is controlled and managed effectively so costs are minimised and the highest quality achieved, of course all within the shortest timeframes.

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