



Online Brand Management  
& Fulfilment

# Punch Taverns

## Project:

Leading pub operator produces on demand local marketing collateral.

## Vertical Market:

Leisure

## Business Application:

Collateral Management & Fulfilment

Punch Taverns, one of the UK's leading pub operators with 8,400 leased, tenanted and managed pubs throughout the UK required a more efficient and effective way to support their pubs with 'local level' marketing collateral aimed at increasing food and beverage sales. Their requirements were a perfect fit for Irongate's Print on Demand and iCu, online ordering system.

## Description

The Punch central marketing team were finding it increasingly costly and time consuming to produce different marketing support materials for all of their individual pubs - ranging from food menus, wine lists, promotional flyers and banners. These problems were further burdened by an inability to turnaround and deliver on requests within a reasonable timescale. Materials were taking anything up to 20 days to produce and deliver to the pubs. Punch needed a solution as resource and costs implications were escalating.

Irongate created a centralised custom made website (iCu) available for their Punch outlets to access 24/7 through a secure password. The website stores a bank of over 400 pre-approved local marketing templates for them to choose from – ranging from food menus, wine lists, flyers, posters and table talkers. Users select a template and can make adjustments to certain sections e.g. prices, food and wine selections, in order to create totally unique marketing collateral. They then order the exact quantities they require. Once ordered, the documents are printed on Irongate's digital press and despatched direct to that pub within 24-72 hours.

A proven and successful system supporting over 8,400 outlets with a marketing solution that can deliver the finished item(s) within 24-72 hours.



## The Results

### Sales

Through supporting their pubs more effectively, Punch has seen a dramatic increase in the number using the site. 75% of their pubs now order their marketing materials from the online site and weekly orders have risen to over 250 per week. Plus, Punch had previously seen a large amount of leakage with pubs ordering wines from other suppliers but has now seen an increase in their wine sales of 11%.

### Cost Savings

The whole design and print process has been streamlined and resource costs reduced as pubs edit their own materials online.

### Control & Consistency

Punch now has complete control over the design and print of all marketing materials for their pubs. They have access to important management information reports which highlight which marketing tools pubs are ordering and how this relates to sales of their drinks. Plus they have complete control of design and print expenditure.

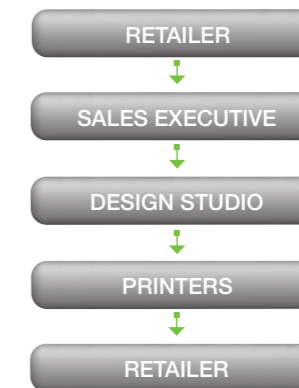
### Speed

iCu allows individual pubs to be more proactive. They receive their printed items in less than 3 days whereas before would take up to 20 days.



### Flow chart for typical system

(Turnaround time - 20 Days)



### Flow chart for NEW iCu system

(Turnaround time - 3 Days)

