

RONA x ARISTID

Communicating Shopper Promotions with Flair and Coherence Across Channels



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Strategy and Execution, RONA



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BEFORE WE START,
PLEASE SHARE YOUR OPINION



*How soon do you believe your
organization needs to modernize
its promotional operations?*

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How soon do you believe your organization needs to modernize its promotional operations? (PRE)

RONA x ARiSTiD

The complexity of promotional marketing has exploded.

What is the biggest operational pain point your teams faced before your transformation efforts began?

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How did you begin the journey to streamline and modernize your promotional marketing workflows?

What had to change first: people, processes, or tech?

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*What role does automation and AI now play
in your promo marketing operations?*

RONA x ARiSTiD

RONA has gone from traditional manual production to producing over XX,000 unique creative assets per month – and soon as many videos and ad units.

How did your team adapt, and what surprised you the most?

RONA x ARiSTiD

How do you ensure internal teams – operations, marketing, merchants – stay aligned and avoid re-creating old silos even with better technology?

RONA x ARiSTiD

What advice would you give to retailers who feel overwhelmed by the idea of modernizing their promotional marketing?

Where should they start?

RONA x ARiSTiD

As you look ahead, how do you see promotional marketing evolving in the next 12–24 months?

What excites or concerns you most?

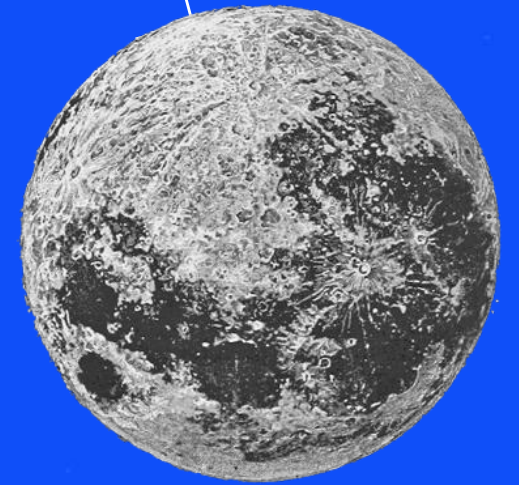


How soon do you believe your organization needs to modernize its promotional operations? (POST)



How soon do you believe your organization needs to modernize its promotional operations? (PRE)

**THANK YOU
& MERCI!**



**FOR
A BOLD
RETAIL!**

Pour un commerce audacieux !



ARiSTiD
Retail technology