



3900% Productivity Increase for Woolworths

 Grocery retail  South Africa
 19K+ employees

“Campaigns that took a week now just take an hour”

The Client

The South African Woolworths business consists of full-line fashion, beauty and home stores, many of which incorporate a premium food retail offering. Stand-alone food stores and “Food Stops” reattached to Engen petrol stations are also located in urban areas. Woolworths operates 217 full line stores and 421 food stand alone stores in South Africa and 65 stores throughout the rest of Africa.

The Challenge

Woolworth's design agency struggled with the demand for online display ads in multiple shapes for thousands of product lines. Requests to resize existing ads created a bottleneck with reformatting existing artwork delaying the start of new design projects.

Digital display campaigns proved successful and the marketing team found budget for more campaigns, however, there was no plan to increase resource within design to alleviate the pressure of creating and resizing variations for the new campaigns.

The Solution

Woolworths discovered Fluid Ads, the end to end Creative Management Platform that simplifies the process of creating, delivering and reporting on online ads. A platform that empowers marketers to produce compliant programmatic display campaigns that work and provide in-depth insights.

Fluid Ad's Ad Builder feature allows you to create an ad in one shape and instantly reproduces it in various other shapes, removing the repetition of work.

The Result

With minimal training and bespoke on-brand templates loaded into the Fluid Ads' Ad Builder Tool, Woolworth's within their first week of sign-up no longer needed to use Photoshop to make and produce Gifs.

The design team found they were reducing their workload back to the core conceptualising and original creative work creating new capacity within the team. Woolworths can now create campaigns independently, allowing the business to respond quickly to market forces.