



# ECCnet Marketing Content

Powered by TrueSource™

## Quality Standardized Images for Advertising and Promotions

ECCnet Marketing Content enables you to provide high-quality, global standard, bilingual images for advertising and promotional materials for use in-store and online. Product images are captured in standardized formats with consistent perspective and lighting to provide flexibility for a broad range of marketing materials. An efficient one-to-many capability means content can be loaded once, then quickly and easily shared with multiple trading partners from a central location.

## How ECCnet Marketing Content Can Benefit Your Business



### Maximize Opportunities for Product Visibility

Missing or poor-quality images can result in exclusion from flyers and other opportunities to promote your products to consumers. Bilingual images are based on product versions sold in Canada, ensuring products can effectively be advertised in both French and English markets.



### Centralized Content Management

Get quick and easy access to all your organization's standardized, high-quality product marketing images across multiple brands and categories. Use these assets in your own advertising, social media posts, marketing collateral, promotions and presentation materials.



### Ensure Brand Consistency

Provide your trading partners with access to the same accurate and up-to-date product images from a central location. This helps ensure that products featured in advertising materials look the same on the shelf when consumers shop in-store.



## At-a-Glance



**85% of Canadians** read printed store flyers.



**32% of marketers** say visual images are the most important form of content for their business.



**92% of shoppers** say visuals are the most influential factor affecting purchase decisions.



**570 data recipients** across Canada currently access product images for their advertising materials through this solution.

## How the ECCnet Marketing Content Process Works



## Tools and Services Available



### Marketing Content

Flexible content capture service options give the ability to provide 1-6 high-resolution 3D product images to trading partners. This verified bilingual data includes brand, size and variant, category, and Global Product Code (GPC). There are **three options for content capture and loading**: product submission, on-site capture and eSubmission.



### The Vault

The Vault is a secure online storage and distribution tool that is your central hub for organizing, managing and sharing content. Through a one-to-many sharing process, you can provide product images to multiple trading partners through a single, reliable source.



### TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess marketing product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet Marketing Content Solution including how to register by visiting [www.gs1ca.org/marketing-content](http://www.gs1ca.org/marketing-content) or call **1.800.567.7084**.