GS1 Canada

ECCnet Marketing Content

Powered by TrueSource™

Quality Standardized Images for Advertising and Promotions

ECCnet Marketing Content provides high-quality, global standard, bilingual images for advertising and promotional materials used in-store and online. Product images are made available 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 you can access content from a central location that acts as a primary source of truth.

How ECCnet Marketing Content Can Benefit Your Business

Maximize Sales and Marketing Opportunities

Access high-quality images from multiple trading partners. Standardized lighting, angles and views provide creative flexibility to quickly and easily incorporate products into your sales and advertising materials. Directed by Canadian industry needs, ECCnet Marketing Content includes standardized information and mandatory attributes, ensuring that the bilingual content you receive is based on product versions sold in Canada to effectively promote products in both English and French markets.

Access a Primary Source of Truth

A centralized registry ensures you can quickly and conveniently access the most current, bilingual product images whenever you need them, all from one location.

Increase Operational Efficiencies

Save time and resources by accessing marketing images for multiple vendors from a central location, rather than tracking down images from vendors individually.

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.

Currently over **4,000 brand owners, manufacturers and vendors** are supplying marketing images through the ECCnet Marketing Content solution.

How the ECCnet Marketing Content Process Works

Professional, bilingual product images are captured and shared with multiple trading partners from one place for use in advertising flyers and promotional materials.

ECCnet Registry
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Global standard marketing images and associated data are loaded, shared and updated by brand owners on an ongoing basis as needed, ensuring **marketing content in the registry is always the most accurate available.**

Access standardized, bilingual marketing images from multiple data providers through a primary source of truth for use in your sales and advertising materials.

Tools and Services Available

Standardized Marketing Images and Data

Marketing images are captured using GS1's Global Product Image Specification Standards, ensuring your vendors are providing standardized images with consistent lighting, angles and views. Brand owners using the marketing content capture services will provide 1-6 high-resolution 3D images. These include verified bilingual data covering brand, size and variant, category, and Global Product Code (GPC).

The Vault

The Vault is a central, secure hub for accessing marketing content from your suppliers. Using an efficient one-to-many sharing process enables you to easily access standardized images from multiple suppliers in one place. Save time and resources by eliminating the need to request content from each trading partner individually.

Marketing Content Application Program Interface (API)

An API integration will automate the flow of product data into your systems. This includes marketing and nutrition data, allergen data, and your product images and enhanced assets. The API eliminates the need to manually download data from an FTP site or Item Centre and The Vault, then manually integrate with your information management systems.

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** or call **1.800.567.7084**.