

Asda utilizes Omnishopper Create to streamline the product onboarding process

NIQ Brandbank

ASDA

Case study

When answering what the benefits of NIQ Brandbank's CGI Technology, Asda noted the **'speed, accuracy and better quality'** of images, and the **accuracy** of back of pack data collection.

Before the introduction of Omnishopper create to Asda's suite of digital NielsenIQ Brandbank solutions, they were reliant on suppliers and the M2M sample process for getting products live on time. They have found that by using Omnishopper Create's CGI technology the entire process has been streamlined, and challenges such as missing samples, late samples have been overcome, alongside a significant reduction in the need for elongated supplier-to Brandbank-to retailer communication.

Asda prefers creating the Standard T1 shot using Omnishopper Create, and have begun utilizing the **mobile optimized** capability which allows them to decide which images are prioritized for each product and each user platform. With Omnishopper Create, retailers can choose from a variety of image-types to enhance their product pages and display more information to the shopper.

Overall, Asda view the Omnishopper Create service as an **efficient** and **accurate** service that benefits both them as the retailer but also benefits suppliers by removing sample transportation costs and speeding up the process of getting their products on Asda's digital shelf.

