

Sedano's Personalized Shopper Experience Program Powered by NIQ Brandbank

Sedano's is excited to announce NIQ Brandbank as our preferred digital product content solution provider!

Our Digital Content Program powered by NIQ Brandbank will enable Sedano's shoppers to access high-quality, comprehensive, and consistent product imagery and data across all our product offerings. The program will ensure shoppers have access to accurate and engaging product information both online and in-store, which empowers Sedano's mission by ensuring that product information is accurate, comprehensive and personalized to meet the unique needs of their shoppers.

Benefits for Sedano's Suppliers:

- **Enhanced Shopper Experience:** By providing enriched product content, Sedano's will offer a more engaging and informative shopping experience, driving shopper satisfaction and loyalty.
- **Streamlined Operations:** NIQ Brandbank's comprehensive digital product content services will streamline our operations, making it easier to manage and display product information across all channels.
- **Comprehensive Supplier Support:** NIQ Brandbank provides flexible content sharing rights, allowing content to be seamlessly distributed across NIQ Brandbank's wide network of retail partners.

Key Features of the Program:

- **Quality and Consistency:** NIQ Brandbank ensures that all product data and imagery are accurate and up to date, enhancing the shopping experience both online and in-store.
- **Enhanced Product Content:** From high-resolution product images to detailed on-pack information, NIQ Brandbank's content will power Sedano's ecommerce solutions, driving shopper engagement and conversion.
- **Vendor Consolidation:** Sedano's has selected NIQ Brandbank as our preferred digital content provider to ensure we receive the same trusted content for ALL items.

Testimonial:

"We are thrilled to partner with NIQ Brandbank to elevate our digital product content capabilities. Their expertise in providing high-quality product data and imagery aligns perfectly with our commitment to offering the best shopping experience for our customers. This partnership marks a significant step forward in our digital transformation journey."

– Ken Ninomiya, VP of E-Commerce at Sedano's

For more information on the NIQ Brandbank partnership and to get started, please contact usenquiries@brandbank.com.

To set up an online meeting with Ken Ninomiya to review this new process and answer any questions. Please use link below to set up a meeting with Ken.

<https://calendly.com/sedanoskenninomiya>

Email Ken at KNinomiya@Sedanos.com or text at 1.954.558.9599

FAQ's: Sedano's Digital Content Program (Powered by NIQ Brandbank)

Who is NIQ Brandbank?

NIQ Brandbank is our chosen third-party provider of digital product content, ensuring Sedano's receives the highest quality product imagery and data.

What digital product content is provided to Sedano's via NIQ Brandbank?

NIQ Brandbank offers a full set of product images and on-package consumer-facing content, enhancing both our online and in-store displays.

How do I create and deliver the digital product content required by Sedano's?

Suppliers should contact NIQ Brandbank directly to determine the best option for their products, ranging from live photography to digital images provided by the vendor.

What are NIQ Brandbank's offering and rates?

NIQ Brandbank offers 4 options to set up items in their platform:

1 – Product Imagery and Data Creation through samples delivered to their studio in Wisconsin

- Full customer facing image creation including at least 6 images
- Planogram images and weights and measurements of your products for space planning
- Full data capture of on pack – information
- Access to the Shopper Experience Platform

2 – Product Imagery and Data Creation using your products artwork

- Full customer facing image creation including at least 6 images
- Planogram images of your products for space planning
- Full data capture of on pack – information
- Access to the Shopper Experience Platform

3 – Connection to your PIM via an automated method

- Accessing your brand approved product images and data from your PIM system
- Immediate delivery to NIQ Brandbank

4 – Utilizing your own product imagery

- Upload of your brand approved product images
- Full data capture of on pack – information
- Access to the Shopper Experience Platform

Each option has different turnaround times ranging from 24 hours to 5 working days depending on your requirements.

NIQ Brandbank pricing starts at \$200.00 for full image and data creation for use at Sedanos and for your use in any other ways you need such as your own website

What if my items are already set up with NIQ Brandbank?

If your items are already set up, then they will be immediately available for Sedanos

Do NIQ Brandbank work with other retailers?

Yes! NIQ Brandbank work with 25+ retailers in the US and once your items are set up, they will be available for all their retailer partners for no additional cost.

For detailed information about NIQ Brandbank's offerings and rates, please contact them at usenquiries@brandbank.com.

We look forward to a successful partnership with NIQ Brandbank, driving enhanced product discovery, shopper engagement, and conversion through superior digital content.