Lilly Pulitzer On-Demand Marketing Portal

A PODi Digital Printing Case Study

Lilly Pulitzer designs and distributes modern resort wear inspired by the Palm Beach, Florida lifestyle. The company sells apparel and accessories for women and children online and in 28 company-operated retail stores, as well as through more than 70 plus wholesale accounts and major department stores.

Lilly Pulitzer wanted to improve the company's print-on-demand site because the existing site was overly complex and lacked features and performance. Corporate and wholesale account users complained the site was not user-friendly, images and typography looked terrible; personalization was difficult to accomplish, and orders could not be confirmed or tracked.

News from *Newsinc.*

Briefly Noted: Recent Tweets of Interest

The Latest Word

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- Vertical Market: Retail

- Business Application: Retail Marketing Support

Objectives

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Results

Features of the new online portal included:

- Creation of personalized e-mails via approved templates,

- Organized image library for easy downloading,

- Simplified co-branding, wholesale account information display and localization of marketing content,

- Auto-fill and versioning feature for wholesale accounts to save multiple personalization details, and
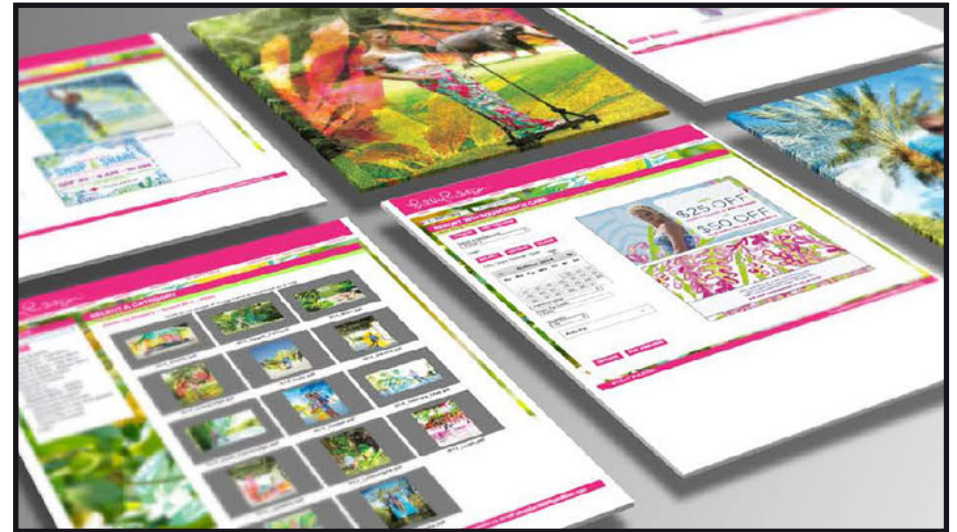
■ Brand and quality standards implemented for the print production and distribution of marketing materials.

Target Audience

The targeted audience was the buyers at the corporate retail stores, wholesale accounts, and major department stores.

Solution

Working with Lilly Pulitzer's Creative Communications team, the Standard Group project team came to understand the team's objectives and to learn how corporate and wholesale account owners would be using the site.
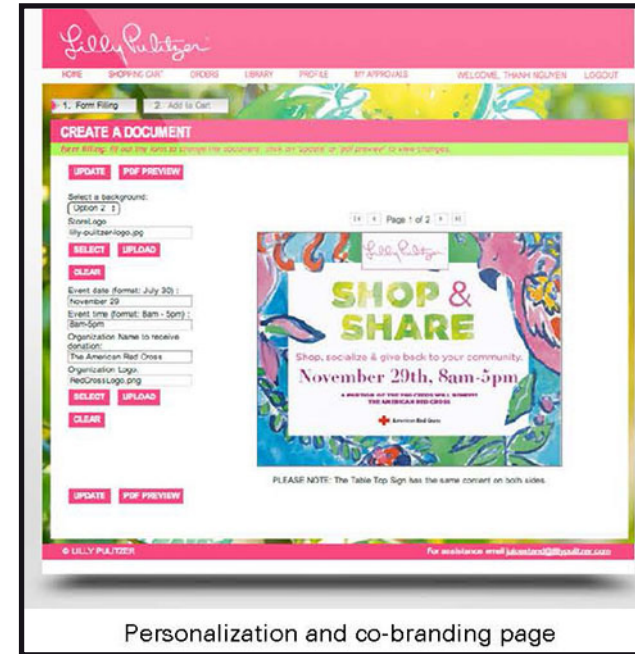
The Standard Group team then redesigned and redeveloped the new portal. They were able to incorporate the company's signature look and applied bright color and beautiful prints throughout the site interface.

The Standard Group team also organized the content for ease-of-use and allowed users to search by seasons as well as product names. The staffers improved the user experience by organizing creative versions within a single page, by simplifying the personalization of content with the user's profile and by creating auto-fill feature for easy versioning.
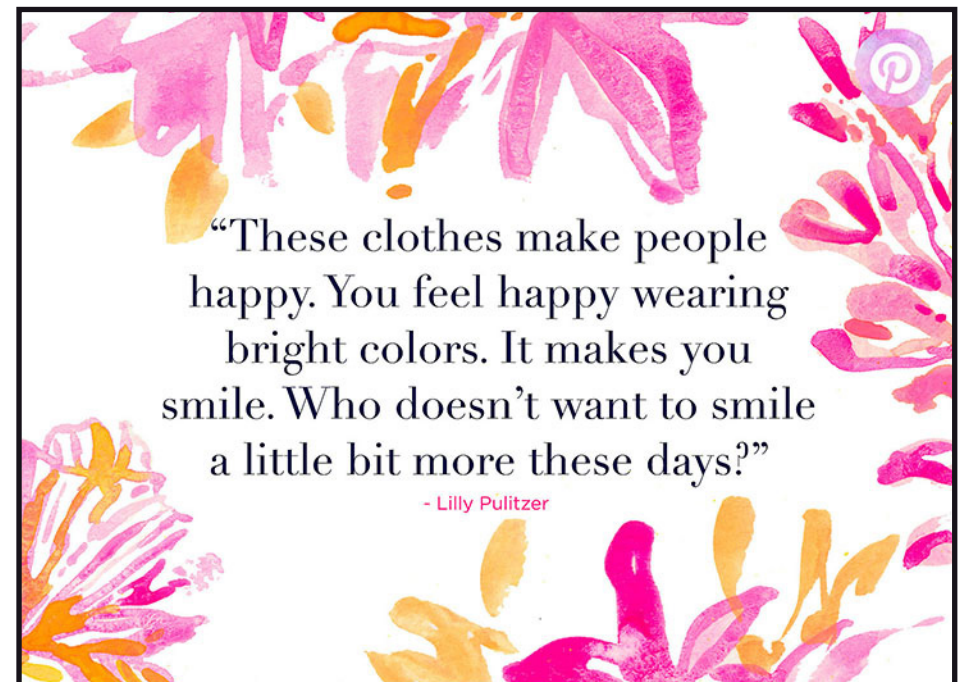
The Standard Group developed the site to provide full support for the stores including the ordering, production and delivery of personalized e-mail, tabletop signs, posters, image library and promotions. And, by implementing the G7 color management methodology, the company was able to fix the customer's image and print production problems, create consistency of color and brand quality, and print on the Lilly Pulitzer's branded textured paper with superb results.

Reasons for Success

The main reason for success was an improved user experience. The system has improved functionality which provides added benefit for users and an improved user interface which aids adoption.

Personalization and co-branding page

"These clothes make people happy. You feel happy wearing bright colors. It makes you smile. Who doesn't want to smile a little bit more these days?"
- Lilly Pulitzer

About PODi

PODi (www.podi.org) is a global, vendor-neutral, not-for-profit organization with hundreds of printing industry members. The organization creates demand for marketing, print-on-demand and packaging applications powered by digital print, promotes understanding and adoption of efficient production workflows, and helps members build successful print-related businesses.

PODi achieves its objectives through Webinars, blog articles, sales training, an annual AppForum (www.appform. org), conference, and a comprehensive library of more than 500 digital printing and marketing case studies, research reports, and workflow product briefings For more information, please see www.podi.org.

Our Take

Lilly Pulitzer clothes and other products are part of a remarkably memorable brand. As the images on the first two pages of this article indicate, there is nothing timid about this brand! The company designers use vibrant, strong, and bright colors for every product. So, imagine how having a boring and bland Web site must have (adversely) affected the company's brand. No wonder a change for the brighter and better was needed!

We like how this case study clearly shows how a company such as the Standard Group, which could be called a printing company or marketing service provider, is also able a Web site designer. The company was able to help Lilly Pulitzer improve its online presentation and Web site design and make all of the above match (imagine the color management needed for this customer's print work and how grateful they must be for G7!) with the print products. Congratulations to the Standard Group for doing such stellar work in print and on screen! **TSR**

CUSTOMER	Lilly Pulitzer www.lillypulitzer.com Lilly Pulitzer designs and distributes modern resort wear inspired by the authentic Palm Beach lifestyle. Their apparel and accessories for women and children can be found online and in 28 company-operated retail stores, over 70 plus wholesale accounts and major department stores.
SERVICE PROVIDER	The Standard Group www.standardgroup.com The Standard Group simplifies the art of communications by delivering the right message, via the right media and at the right time. They work with administrators, procurement teams, marketing professional and agencies partners to improve their workflow, production, inventory and logistic needs.
HARDWARE	HP Indigo 7500
SOFTWARE	Pageflex and custom programming
PPML	Produced using PPML software
TARGET AUDIENCE	Corporate Retail Stores, Wholesale Accounts and Major Department Stores
DISTRIBUTION	Dozens per order with daily and weekly orders
DATE	April 2014 ongoing

The Standard Group's slogan is "Simplifying the Art of Communication."