

PRODUCTEMPORIUM

What is this?

Product Emporium is a digital product catalogue. In simple words, it is an archive gathering all information on your products. It is filled with pictures, movies & descriptions in every format and language. All data is structured and adapted for an easy roll-out via different eCommerce platforms. After the initial setup, you will be able to roll-out your product to new shops/markets in no time at all.

Mostly used in:



This will help you to:

- ... communicate your products/ services in a consistent way across eRetailers
- ... manage multilingual and multimarket communication from one place, on demand
- ... keep your materials always up-to-date
- ... easily distribute brand content to your retail partners

What we need to start?

- › Product **catalogue**
- › Product **descriptions** (print/ digital/ PIM, packaging, packshot, pictures, movies)
- › **Corporate identity/ brandbook**
- › **Communication guidelines** for each market (languages, fonts/ alphabets, restrictions, culture requirements, etc.)
- › eCommerce **platform requirements** regarding content distribution

Perks:

- › Structured and complete **product catalogue** in 1 place
- › **All descriptions** easily accessible
- › Smooth **distribution** for any **marketplace**

 **Time to start:** 1 month



Questions?

Michał Cortez
eCommerce Director
m.cortez@hypermedia.pl

 **Product Emporium** goes best with:



This is part of our full suite of digital services across all customer touch points. We can help you design, produce, measure and optimize every piece of work for an engaging, end-to-end digital experience.



Global Reach:



20+

Years of Digital Experience

Should you need any further information regarding our products and services, contact us to learn more and to discuss how we can help your business grow.



Jacek Parczewski
Head of Product Development & Portfolio
j.parczewski@hypermedia.pl
+48 735 992 979

We are part of:



HYPERMEDIA Sp. z o.o.
Czerska 12
00-732 Warszawa



Phone: +48 22 316 80 00
Fax: +48 22 441 80 81
Mail: info@hypermedia.pl

For more info about Hypermedia go to hypermedia.pl