

# Long term value for Decathlon Romania

CLIENT: Decathlon  
 SECTOR: Health and Fitness  
 COST CATEGORIES: Marketing



## THE PROJECT:

Decathlon, a network of innovative retail chain and brands improves efficiency and optimize costs on their marketing spent.

Expense Reduction Analysts (ERA) has been invited by Decathlon Romania to provide a review of its overall spend on the marketing cost category. Target of this investigation was to optimize the related costs without any quality or service reduction; on the contrary, to increase the quality of the products and services Decathlon Romania purchases in this category, whenever possible.

Through all of its brands and retail formats, Decathlon is committed to being a responsible player in economic and social terms wherever the company is present.

Decathlon Romania has 17 locations all over the country and has planned to double its number of locations by the end of 2018. Also, Decathlon Romania has the best professionals in the fitness & wellness industry in the country and abroad. ERA has worked closely with Decathlon team to identify and structure a world-class solution that will support the premium image of the organization and further improve the client experience.

The client was interested in identifying ways to optimize their marketing products and communication which allowed ERA experts to look inside their spent on the printing, media, outdoor and merchandisers, and provide a solution that generated an average of 27% savings per year.



"ERA helped us in our common purpose of making the pleasure and benefits of sport accessible to all, while minimizing and effectively managing costs, ensuring that Decathlon upholds the values of vitality and Responsibility in the relationships with all our sports enthusiasts' clients."

ERIC MAZILLIER, CEO  
 &  
 OLIVIA MARIESCU, CFO  
 DECATHLON ROMANIA