E.Leclerc and Nfinite: Partnering to digitize image creation

Learn how E.Leclerc used Nfinite to improve image production quality, reduce costs, and simplify processes.

Producing visual content to sell and market products takes time, effort, and planning, especially when it involves traditional photo shoots. Brands and retailers today must be active on a growing number of channels to stay competitive, making content even more important. To keep up, companies have to find solutions that work across all media types.

E.Leclerc's search for a digital merchandising solution

At E.Leclerc, "we make detailed plans around sales forecasts and how our offerings are structured one year in advance. Because of our very large production volumes, this is the best way to know how much content we need," explains Jean-Philippe Marazzani, Chief Marketing Officer of GALEC, a division of European retail leader E.Leclerc.

"Because our photo shoots take about five weeks, we have to think in advance about who we want to target, what media we'll use, and anything else we need to anticipate — even the unexpected," said Marazzani.

For retailers who market via print and direct mail, the rising costs of inputs like paper make digital solutions even more of an imperative. From 2020 to 2022, the cost of a ton of paper quadrupled. "Some retailers have decided to reduce the number of catalogs and distribution locations they send, or even outright eliminate them for certain operations and instead focus on digital media," said Marazzani.

E.Leclerc set out to find new technology that didn't rely on traditional production methods and the delays and constraints that come with them. They wanted a digital solution that accelerated and simplified content production across a variety of formats and channels, all while keeping costs low. The solution had to cost the same or less than paper.

Building experience while managing costs

But the content produced has to serve a purpose. Ultimately, it must enable personalization and customization that enhances the customer experience and drives conversion. "The real challenge is to be able to produce more immersive content adapted to our different targets and communication channels. We strive to be as effective as ever in communication while managing the increase in costs and improving the customer experience," noted Marazzani.

"We searched for cheaper and faster visual production solutions and discovered a SaaS platform," recalled Marazzani. At first, the E.Leclerc team was skeptical. "The idea of using 3D imagery instead of a photo shoot wasn't obvious. How could we produce the same quality in 3D as we did with real photography?"

The solution: Unlimited possibilities with Nfinite

With Nfinite, E.Leclerc quickly achieved success. After seeing the platform in action, they were ready to dive in and get started. "Advances in technology allow us to produce very high-quality visuals that fit whatever marketing channel we use." In addition to quality, the team was intrigued by the infinite possibilities enabled by each 3D model. Changing colors, angles, lighting, seasons, and contexts make it easy to adapt flexibly to the experiences customers are looking for.

"By using CGI, Nfinite allows us to produce visuals faster and cheaper without our team needing to learn new technical skills."

Jean-Philippe Marazzani
Chief Marketing Officer,
GALEC

The result? Content that engages, for a fraction of the cost

Bringing on new technology can be a challenge, especially when it fundamentally changes how teams operate. But Nfinite's simplicity eased the transition for E.Leclerc's team. "The platform is very easy to use. The solution is perfectly accessible and requires no technical skills." And now, the team is reaping the benefits.

"Thanks to Nfinite, we've been able to reorganize and streamline our content production workflow, reducing complexity and the number of stakeholders that need to be involved," reports Marazzani. Instead of relying heavily on agencies, photographers, and press agents as they did during the photo shoot process, the E.Leclerc creative team is able to produce the content they need internally. And if they run into any unforeseen challenges, the Nfinite team is there to help.

Saving time at every step in the process

Photoshoots with five week timelines are now a thing of the past. "Without photo studios, sending samples, samples getting lost, payment for services rendered, hours of reprocessing, and trips to the shoot, the E.Leclerc team can now create visual content in 48 hours," says Marazzani. The benefits don't stop there: "We can even anticipate what visual creations will look like thanks to product modeling and deriving new variations of existing scenes."

Cost savings of over 30% in the first year

The savings were instant. With more easily understandable and predictable costs, E.Leclerc has eliminated the risk of cost overruns which are endemic to the classic photo shoot.

One major contributing factor to cost savings is reusability. Not only can the team use one asset across print and digital, but they can also reuse it across different seasons and years, customizing the output as desired.

Marazzani puts it well: "Once you have those 3D models, there's no limit to the content you can produce. With Nfinite, we have built an extensive base of proprietary assets that will enable us to produce content for years to come. Those assets enhance the value of the E.Leclerc brand and will enable incredible future possibilities."

Cost savings were 30% in the first year. "In the second year, our cost savings increased even more by reusing 3D assets to build new variations and images." Marazzani expects this number to continue to rise in the coming years.

Key takeaways

Nfinite is enabling E.Leclerc to create an immersive, personalized customer experience that speaks to the preferences of each of their consumers. These experiences span every channel, with customers coming to expect a certain standard of visual content and personalization from E.Leclerc.

Let's revisit E.Leclerc's takeaways

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Nfinite saves time and effort

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Nfinite reduces costs and unpredictability

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Ready to learn more about how Nfinite can elevate your product visuals while simplifying your production process?

Learn more at nfinite.app