

# CASE STUDY

## SINGLE SOURCE PROVIDER

CAMPAIGNS

MARKETING PLATFORMS

LOGISTICS

BRAND CONSISTENCY

**CLIENT:** National Clothes Retailer

**PROJECT:** Provide single source for all clients' marketing communication needs

### OBJECTIVES:

Single supplier to provide all marketing collateral under one roof

- Print and execute graphics across multiple marketing platforms
- Includes one-to-one trigger campaigns, multi-million national direct mail campaigns, and retail visual merchandising materials for retail stores
- Materials include: postcards, promo cards, direct mail campaigns, banners, duratrans, etc.
- Provide brand consistency across multiple platforms and substrates
- Execute and coordinate these campaigns across a variety of channels and outlets
- Concurrently handle the logistics of these campaigns on a timely and efficient basis

### SOLUTION:

- Collaborated with client to build an annual plan to create and execute all marketing collateral for the retailer
- Leveraged color management across all printing platforms and substrates
- Utilized DAM (digital asset management library) to manage visual assets
- Executed via a proprietary logistics system to handle distribution across multiple channels and outlets

### RESULTS:

- Provided total brand consistency across all marketing vehicles regardless of size, quantity or substrate
- Successfully coordinated and continue to execute the rollout of national campaigns and marketing collateral for new product launches
- Sandyconnect.com gives clients a totally transparent online view of their logistics including: 1) history on all projects, 2) cross platform review, 3) online inventory status, 4) order element detail, and 5) detailed tracking information

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