

TRADE MARKETING

IMPROVE VISIBILITY. CREATE DEMAND.

Our team will create market specific promotions, custom POS, national campaigns and/or interactive programs that increase awareness, drive customer acquisition and improve retention; delivering a corporate branded approach to all marketing elements that interface with your distributor network, accounts and consumers.



We develop interactive and engaging field marketing strategies that drive wholesaler, account and consumer engagement and demand for brands.

3 POINT
ACTIVATION
MODEL



WHAT WE DO

We are a industry specific marketing resource, providing beverage suppliers of all sizes with an innovative and fresh approach to their current brand marketing plan. We create, implement and activate brand marketing plans, from field marketing and promotional strategies to sales kits and POS. Our core objectives are to increase engagement, boost depletions, drive revenue and brand visibility.

*Review Objectives,
Timeline & Sales
Channel*



*Create, Develop
Theme & Concept*



*Build Promo Activation
& Customer Engagement
Strategy*



*Deployment of
Trade Marketing
Program*

OBJECTIVE BASED MARKETING

TOP 5

1. Increase Case Volume
2. Increase Points of Distribution
3. Increase Accounts Sold
4. Increase Account Level Depletions
5. Increase Customer Engagement

CREATING A PATH TO PURCHASE

TOP 5

1. Objective Focused & Targeted Plan
2. Customize to Create an Experience
3. Define Sales Channel
4. POS Marketing Mix Influencers
5. Strong "Call-to-Action" Reason to Buy

- BRAND MARKETING MATERIALS -

- * New Product Launch Kits
- * Company Features & Benefits
- * Brand/Product Cocktail Books
- * Product Distribution Guidelines
- * Product Rating & Awards Sheets
- * Brand Introduction Presentations
- * Brand Annual Program Calendar
- * Brand vs. Market Category Trends
- * Brand/Product Features & Benefits
- * Product Stat Sheets & Tasting Notes

PROMOTIONS/CAMPAIGNS -

- * Theme Creation
- * Concept Creation
- * Customer Engagement
- * POP Display Creation
- * On/Off Premise Focus
- * Seasonal Promo Planner
- * Distributor Launch Plan
- * Account Participation Plan
- * Marketing Materials Creation
- * Promo Name & Tagline Creation
- * Promo Overview + Features Guide

POINT-OF-SALE MATERIALS -

- * Case Cards
- * Floor Decals
- * Shelf Talkers
- * Window Clings
- * Counter Change Mats
- * On-Premise Table Tents
- * On-Premise Menu Inserts
- * Account Posters & Signage
- * Point of Purchase (POP) Displays
- * Bottle Neckers (Ratings, Recipes, Rebates)

RETHINKING RETAIL MARKETING

