



Case Study Retail

For this retail giant, event marketing was a great way to connect with consumers and promote brand initiatives. With thousands of events throughout the country, it was no surprise when brand standards and merchandise management became a handful.

Challenge

Enforce logo and merchandise standards for the retailer's events across the country.

Solution

BI WORLDWIDE teamed up with the retailer's event managers nationwide. From there, an online catalog was created to host all merchandise available to be used at the events. BI WORLDWIDE managed all the details from inventory and distribution, to maintaining supplier relations.

Results

The online catalog was utilized across the country, touting an inventory variance of less than .1% – down from 5.2% during the previous 6 months. More than 99% of all merchandise orders made it out the door on the next business day and 100% of all merchandise was in line with the retailer's brand standards.

