

## Type of Client/Industry:

Construction/Building distributor

## Target Audience:

Employees

## Primary Objective:

On site shopping experience for branded apparel/merchandise for employees to shop with available funds provided by the employer.

## Strategy and Execution:

Client and sales rep work together to choose apparel and hard good selection for employees to shop in person at a pop-up shop at the client's home office. Paper order forms are created with pricing, color selection, sizing and imprint details. A size run of apparel is available of each garment for employees to try on. All order forms are turned into the sales rep for a bulk order to be placed and delivered to client. The client then individually distributes employees' orders to them. Client handles billing internally with employee's available funds/payroll for any additional costs.

## Results:

We have successfully held one fall and spring pop-up shop for the employees. We hand select items that are seasonally appropriate, and feel will be desirable to the employees. We have received positive feedback from both the employees and director of marketing from the events.

