

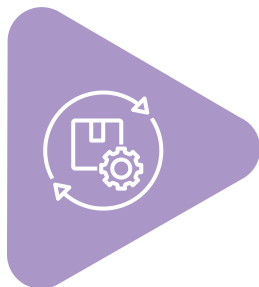
CASE STUDY

**Aaron's**<sup>®</sup>



DRUMMOND.COM

**DRUMMOND**  
experience reimagined



## Consumer Experience Reimagined

Drummond specializes in partnering with retail companies and strategizing the optimal solutions for the challenges they are facing. Whether we are starting a new project from scratch or assessing an existing program, we start with a “clean slate” approach, working our way from the ground up with an eye for efficiencies, economies, and better solutions. This way, our team is able to leverage our extensive experience and leading-edge technology to create the best process possible for your project, regardless of how it was performed historically.



## The Challenge

Recently Drummond partnered with a large retail/franchise company that has more than 1,300 locations in North America. Together, we identified these key initiatives:

- Integration of acquisition to address customer changing needs and support future growth plans
- Drive store revenue growth
- Enhance e-commerce technology to better integrate the customer experience across digital and brick-and-mortar environments
- Identify cost saving areas across all supply chains
- Reduce the per store cost
- Improve the franchise network and their participation in marketing efforts
- Protect the brand and create consistent customer experience across all mediums



Our custom-built software allowed regional adjustments and on-demand printing capabilities that reduced waste and sped up delivery time. Data tracking allowed better planning for bursts on demand, creating a more sustainable cycle. More efficient ordering with less waste reduced cost.



## Reimagine The Results

- Identified **23%** overall savings in overall branded material spend
- Reduced per store cost by **21%**
- Reduced direct mail and customer loyalty program costs by **24%**
- Reduced fulfillment and distribution costs by **38%**
- Reduced time to market by 4 days in California and 3 days in Canada
- Reduced waste of obsolete material by **18%**

Whatever your challenges, we custom design the right solutions for your brand, incorporating our technology seamlessly into your current workflow. Our proven process creates easier program management while deepening customer engagement through multi-channel integrated campaigns. We can't wait to develop solutions for your company, together.

**Give us a call today to get started!**



# **DRUMMOND**

experience **reimagined**

## **About Drummond**

Drummond helps brands take their customers' experience to the next level by bridging the gap between digital and print, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.

## **GET IN TOUCH**



5664 New Peachtree Rd,  
Atlanta, GA 30341

(678) 597-1050

[info@drummond.com](mailto:info@drummond.com)