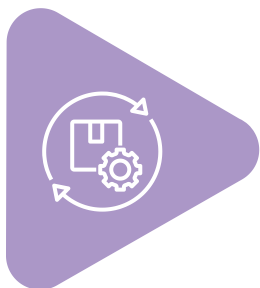


CASE STUDY

Regional Convenience Store Chain Solutions





Consumer Experience Reimagined

Drummond specializes in partnering with retail businesses and strategizing the optimal solutions for the challenges they are facing. We leverage our team's extensive experience and leading-edge technology to create the best process possible for your project, regardless of how complex it is.

The Challenge

Drummond partnered with a regional retail gas and convenience store chain that operates 75 stores across their Northern and Southern divisions. It's a very complicated fulfillment operation because stores in the chain have different food offerings, gas pump designs with each store possessing a different number of windows, trash cans, and multitudes of other marketing and display POS opportunities. Currently they use a highly complicated spreadsheet that requires intimate knowledge of store operations and internal 'tribal' knowledge in order to execute a monthly in-store campaign.

This method is prone to human oversight and errors requiring re-ships and wasted promotional marketing.



Key Challenges included:

- An inefficient ordering process for promotional display items requiring large number of man hours
- Wasteful spending on incorrect and incomplete orders
- The time-consuming and labor-intensive tracking system



Reimagine The Results

Using Drummond's Wavelength Retail Store profile system, which was built to meet the demands of the most complicated client needs, the chain has reduced its time to market for promotions from 60 days to 12 days. The increase in speed to market allows Corporate Marketing to push more 'relevant products and promotions' at the individual store level. Wavelength provides at the store level to be more efficient and reduces wasted promotions and labor hours.

Wavelength delivers instant accountability and oversight for Corporate at a "store level" based solution. Store managers now have more control over marketing materials, reducing waste and errors. Wavelength also ensures compliance of marketing materials on store level allowing Corporate the ability to provide a proof of execution with their supplier base.

As part of the Wavelength platform, stores can now:

- Streamline the process to plan, order, and receive promotional display items
- Provide more control and accuracy to suppliers and vendors to purchase marketing and promotional store assets
- Give more control at the store level to reduce waste and errors
- Drive long-term savings benefit
- Increase revenue through reduced service times
- Increase time to sell promotion to vendors
- Increase same store sales
- Reduce flowtime

Drummond prides itself on its Wavelength System and innovative solutions that eases the most complicated requirements in order to deliver speed to market, reduction of waste, and In-store compliance.

Whatever your marketing challenge, we want to hear about it!

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



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