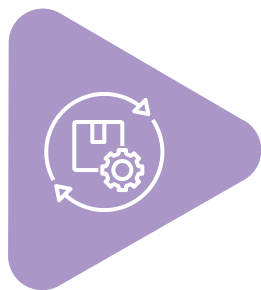


CASE STUDY





Consumer Experience Reimagined

Background

Serving local Florida communities with over 125 locations, ABC Fine Wine & Spirits (ABC) is Florida's largest family-owned wine and spirits retailer.

ABC Fine Wine & Spirits has an initiative to enhance the visibility of their private-label wine and spirits brands, known as The Sourced & Certified Collection, through the support of online and in-store campaigns.

Sold exclusively at ABC Fine Wine & Spirits in Florida, The Sourced & Certified Collection is a curated assortment of exclusive wines and spirits, hand-picked by ABC's team of experts who travel globally to meet directly with winemakers and distillers to discover unique items at the best value to bring home to their guests. The collection is continuously growing with new, special additions.

Given these private label brands compete directly with globally recognized brands, ABC is tasked with increasing brand awareness, consideration, and ultimately sales. In addition to equipping these brands with their own team, budget, and resources, ABC needed a partner who could elevate their in-store presence, bringing innovative ideas to the table, with the agility to meet quick turnaround times.

The Challenge

Challenge 1: In-Store Experience

ABC manages the private labels' digital campaigns (eCommerce, landing page, content, email, social), but sought expertise with the in-store piece: displays.

ABC needed a partner who could bring innovative ideas that 1) aligned with the budget, 2) tailored to outlined specifications, and 3) elevated the brand at the point-of-purchase.

Challenge 2: Tight Timelines

Source & Certified campaigns run on a 60-day timeline; meaning ABC frequently updates not only digital assets but all in-store assets in up to 125 locations.

They needed a partner with the flexibility to quickly create and execute displays and deliver the correct materials to each store location within a tight timeline.

That's where Drummond comes in.

The Solution

Solution 1: Integrated Execution with Drummond's Creative Services + Innovation Team

- Drummond's continued investment in expanding its capabilities allowed ABC to use Drummond for everything. From ideation of designs, to manufacturing the displays, to shipping & distribution to the 125 retail locations, ABC only had to use 1 vendor vs. 3-5 vendors.
- Drummond's in-house Creative Services + Innovation Team has decades of experience and an expansive network so they knew what materials were available, what methods could be used, and how to maximize the effectiveness of the in-store collateral while adhering to ABC's budget.

Solution 2: Innovative In-Store Displays

- Before the actual displays were approved for production, Drummond produced 3D renderings. These 3D renderings included an incredible amount of detail that made it extremely easy for the ABC team to digest the options and make decisions.
- Beyond delivering innovative and engaging displays, Drummond provided written and video instructions for ABC store associates to easily assemble the displays.

“Drummond is a true partner to ABC Fine Wine & Spirits. The expertise of their Creative Services and Innovation Team make it incredibly easy and simple for us — all we had to do is make the final decision. **Their collaboration, professionalism, and desire to go above and beyond are unmatched... we work extremely well together.**”

– Courtney K. | Marketing Manager, ABC Fine Wine & Spirits

From Concept:



To Creation:





Reimagine The Results

More Control, Less Risk: Because of Drummond's ability to craft easy-to-assemble displays and deliver them at mass scale, this allowed ABC's branding of private-label wines and spirits to be consistent across participating locations, demonstrating a unified message to their guests across the state.

More Efficiency, Less Waste: ABC found a one-stop-shop partner in Drummond. Instead of having to manage 3, 4, or 5 vendors, Drummond executed it all from ideation of designs, to building the displays, to delivering assets on time... enabling more efficiency and eliminating wasted time, materials, and spend.

More Simplicity, Less Complexity: As a collaborative partner, Drummond made it easy for ABC. By proactively managing and executing on every aspect of the project, Drummond enabled ABC to get out of the details and focus on making quicker decisions... giving them more simplicity and less complexity.

*"Before Drummond, there was a lot of back and forth between our team and our vendors on top of a lot of heavy lifting. With Drummond, they're in it with us from the first to the very last step. They take our ideas, requirements, and budget, then present us with signage design and display renderings wrapped in one. Once we've decided on a design, they'll put together the assembly instructions for us in both written and video formats. **Their efforts save the ABC team a ton of time.**"*

– Courtney K. | Marketing Manager, ABC Fine Wine & Spirits



From Project to Partner

What started out as one project then turned into an ongoing engagement; Drummond is now the sole trusted partner to elevate the in-store experience of ABC Fine Wine & Spirits' Sourced & Certified Collection of private-label wine and spirits brands.

What ABC Fine Wine & Spirits thinks of Drummond:

- Collaborative and easy to work with
- Innovative and dedicated
- Reliable and trustworthy
- A long-term partner

"Drummond's service for ABC has been comprehensive, one-stop-shop solution and great partnership. When I present an idea and budget, the Drummond team quickly ideates signage concepts using innovative materials, and then they provide extremely detailed 3D renderings of the entire display. A huge benefit is that they design displays that are easy for our store team members to execute and considerate of our budget. We've already executed three successful programs together and each one has helped generate a noticeable sales lift."

– Courtney K. | Marketing Manager, ABC Fine Wine & Spirits

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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