



YOUR COMPLETE MARKETING, SALES AND TRAINING SOLUTION

an omnicom group company

CASE STUDY: Field Sales & Marketing Support **SUMMARY**



ATI Chips Away at Competitors



CCS created graphic shelf talkers to highlight ATI's brand features and special offers.

Facing competition from upstart brands, digital chip manufacturer ATI Technologies, Inc. wanted to increase product knowledge and awareness among retail sales associates and make them brand advocates. CCS deployed a field sales and marketing team to train and motivate sales associates to drive the purchase of ATI products through persuasive recommendations. The field team also installed graphic shelf talkers created by CCS to highlight ATI's brand features and special offers.

Six months into the program, salesperson recommendation rates for the ATI brand increased 27%, while rates for the nearest competitor decreased 50%.

STRATEGY

CCS developed a product education and marketing program to support and train retail sales associates. The overall goal was to ensure salespeople were able to understand and effectively deliver ATI's product value proposition, identify target consumers and recommend ATI products to match consumer needs.

SOLUTION

CCS mobilized and deployed a team of field sales representatives to act as ATI surrogates and reach hundreds of sales associates at top Best Buy, CompUSA, Circuit City and Fry's Electronics locations in major markets across the U.S. While in-store, the representatives focused on creating and maintaining mind share with salespeople by educating, motivating and training them on how to best sell ATI products. The CCS team also developed point-of-purchase and end cap displays and helped execute ATI's in-store positioning, market research and consumer promotions.

SUCCESS

An independent auditor conducted surveys of stores covered by the CCS-led ATI field team and those not covered, both prior to the start of, and then again six months into, the program.

After just six months, ATI's brand was recommended either first or second 100% of the time, with its products recommended first 84% of the time – **an increase of 27%** from the start of the program. In contrast, the number of times the nearest competitor's products were recommended first **decreased 50%** from the start of the program.

The survey delved deeper into why sales associates would recommend one brand over its competitors. Six months into the program, there was **an increase of 43%** in respondents who said they recommended the ATI brand because they felt they knew the most about it. And when respondents were asked which brand they sold the most of, ATI led and received **a 25% increase** in such responses over those at the start of the CCS program.

For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:

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