

May 2006

To Our Readers: In growing our retail partnerships, Creative Channel Services (CCS) has found that retailers are seeking quality product training & services that improve their customer experience & sales performance. Following are updates on our agency's solutions to help you effectively reach retail salespeople, connect with consumers and improve your bottom line.

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CyberScholar Learning Network Reaches 110,000 Users

In 2005, the CyberScholar® Learning Network delivered more than 8,500,000 completed product and sales training modules to over 110,000 consumer electronics salespeople from over 7,800 retail stores nationwide. In addition to the CCS-developed e-learning portals accessed daily by all CompUSA and Staples employees, the Network is comprised of CyberScholar.com, the #1 training resource for technology sales professionals endorsed by major retailers Best Buy, Micro Center, Ritz Camera and more. The CyberScholar Learning Network has continued its growth in 2006, with year-to-date participation up more than 10% over the same period in 2005.

CyberScholar.com

[CyberScholar Learning Network Info Sheet](#)

[CyberScholar Info Sheet \(PDF\)](#)



CCS is dedicated to helping you connect your product information with the people who have the greatest influence on consumers in the retail environment. [Contact us](#) to build a program that maximizes your results.

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Staples Prepares for Back to School Season

While most students are looking forward to summer vacation, now is the time to start training employees for the new fall technologies, according to Staples, Inc. In coming months, Staples is focusing training efforts on mobility, security and personal electronic devices.

[Staples Resource Site](#)

The exclusive Staples CyberScholar Online Training Program has undergone significant upgrades, delivering interactive online training modules to all of Staples' 35,000 sales associates at over 1,200 stores and call centers nationwide. [Well reviewed by Staples associates](#), the training site is an invaluable resource for vendors to alert associates about new releases, accessories and cross-selling opportunities.



For more information on how to participate in the Staples CyberScholar program, review our [program resource site](#) or [contact CCS](#).

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[Field Services Resource Site](#)

CCS Hires New Director of Field Services

[Field Services Summary \(PDF\)](#)

[Case Study \(PDF\)](#)

CCS is pleased to announce that we have named David Ginn as Director of Field Services. With more than 20 years of experience in retail and retail management, David comes to CCS from his most recent post as Director of Field Operations for Mosaic Sales Solutions. At CCS, David is responsible for expanding and growing our field sales program infrastructure, which encompasses merchandising, in-store training, market research, promotions and assisted selling programs for top brands.



In the first quarter of 2006, business for CCS Field Services grew 143% over the same time period in 2005. CCS' field teams support leading brands in over 15,000 stores nationwide, serving as our clients' uniquely effective in-store retail sales and marketing partner.



For a free consultation on how our robust field services group can help you expand your presence at retail, contact your CCS representative or [email us](#).

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CCS Promotes Upgraded CompUSA Learning Portal

[CompUSA Resource Site](#)

CCS was pleased to exhibit at the CompUSA General Managers meeting in Las Vegas in April, meeting with clients and generating excitement among CompUSA employees for the newly upgraded GoCompUSA Learning Portal, the CCS-developed learning management system for all 14,000 CompUSA Team Members nationwide. Manufacturers have the opportunity to feature their product information on the mandatory training site, which has been shown to [increase product sales by 10%](#).



The redesigned CompUSA training program continues to be [well reviewed by team members](#), providing interactive product training in computers & peripherals, networking, software, mobile electronics & accessories, home entertainment, and business services. Participation by CompUSA Team Members has been solid in 2006, with over 500,000 quizzes taken during the first quarter alone.



With the busy back to school and holiday selling seasons approaching, manufacturers are encouraged to act now to reserve the limited spots available for featured product training on the GoCompUSA Learning Portal. For more info, visit the [CompUSA program resource site](#) or [contact CCS](#).

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CCS-Produced Training Site Is Webby "Official Honoree"

[The Tenth Annual Webby Awards](#)



The Webby Awards, the leading international honor for web sites, has recognized [Virgin Mobile USA's "Train On Your Terms" e-learning site on CyberScholar.com](#) as an Official Honoree, a distinction that recognizes sites exhibiting remarkable achievement. The site was developed entirely by the CCS team, who designed the episode visuals, wrote the scripts to incorporate effective learning content, cast and ran a photo shoot, cast the voice-over actors, and launched the modules.



[Webby Official Honoree](#)

[CCS Press Release](#)

Established in 1996, the Webby Awards are presented annually by The International Academy of Digital Arts and Sciences, a diverse organization comprised of 500 industry professionals, entrepreneurs, members of the media and celebrities. Of the 5,500 entries submitted for consideration to this year's Webbys, fewer than 20% were distinguished as Official Honorees.

To create custom marketing and training solutions for your products that take full advantage of CCS' capabilities in content development, creative conceptualizing and production, please do not hesitate to [contact us](#).

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Grow Brand Awareness With CCS' Creative Services

[View recent portfolio of CCS' integrated client solutions](#)

Building a strong brand presence at the retail point of sale often requires an integrated strategy that combines sales, marketing and training efforts. To help you connect your messaging with salespeople and consumers, CCS' creative teams produce a full range of printed and electronic collateral that can help your company break through the clutter and get noticed.

[Creative Services Info Sheet](#)

Eye-catching point of purchase displays, shelf talkers, packaging and other collateral can boost your marketing strategy, while training guides, job aids and sell sheets can reinforce your training—leading to greater brand awareness and more sales. Whether matching your company's existing assets or designing a new look and feel for your product line, CCS' creative team will provide appropriate materials to bolster your campaign.



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CreativeChannel.com

[CCS Interactive Services](#)

John Bruther Joins CCS as VP of Technology

CCS is pleased to announce that we have strengthened our executive team with the addition of John Bruther as Vice President of Technology. John holds a Bachelor's degree in Computer Science and brings over 20 years of IT and executive-level experience to CCS.

John's impressive track record in networking technologies, relational database design and software management will allow CCS to accelerate the growth of our Interactive Services and Technical Services groups. As part of his new role at CCS, John is developing strategies and solutions that will be the foundation of CCS' expanded technological capabilities.



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E3 2006

CCS Plays to Win at E3!

CCS attended [E3 2006](#) (Electronic Entertainment Expo), the world's premiere trade show for the gaming industry, which was held at the Los Angeles Convention Center from May 10–12. Members of the CCS team met with clients and represented Nintendo®'s training site for retail sales professionals, [The Nintendo Link](#), which has been a prominent fixture on CyberScholar.com since 2001.



CCS attends numerous retail and consumer electronics industry events throughout the year to stay on the cutting edge and to meet with clients. When you are planning your 2006 conference schedule, please feel free to [contact us](#) to meet and discuss how we can maximize your marketing, training and sales results.

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About Creative Channel Services, LLC

[OmnicomGroup](#)

[CreativeChannel.com](#)

[CyberScholar.com](#)

[CCS Capabilities \(PDF\)](#)

[The Omnicom Group](#)

Creative Channel Services (CCS) is an integrated sales, marketing and training services agency focused on helping manufacturers and retailers improve sales performance by creating influence at the point of sale. CCS' customized services include field sales and marketing support, e-learning and content management, interactive services, employee development solutions and promotional marketing. Founded in 1995 and headquartered in Culver City, California, CCS is a subsidiary of Omnicom Group Inc. (NYSE: OMC), a leading global advertising, marketing and corporate communications company

CCS is always interested in listening to your needs and creating custom solutions that maximize your ROI. To learn how we can deliver results for you, please contact your CCS representative, send an email to sales@creativechannel.com, or call 310-665-9900.

we create influence at the point of sale

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