

Branded Merchandise Case Study

Client: Union 76

Challenge:

Create and deliver branded merchandise to Union 76's 1500 dealers, 600 distributors, and thousands of corporate users.



Background:

In 1997 Union 76 was working with a variety of different gift and premium suppliers, frustrated by spotty quality, incorrect use of their logo, late deliveries and wasted purchasing power. They needed a supplier to not only provide branded merchandise to all the diverse users within their organization, but also show them how to use it to boost sales at the pump.



Solution:

We met their challenge with the "76 Gear" merchandise catalog (now online) and a variety of other integrated solutions, including direct mail, distributor promotions, and custom consumer premiums.

Results:

Union 76 has protected and extended their valuable brand, and saved not only dollars but headaches. ■