

Type of Client/Industry:

Construction/Building Materials Distributor

Target Audience:

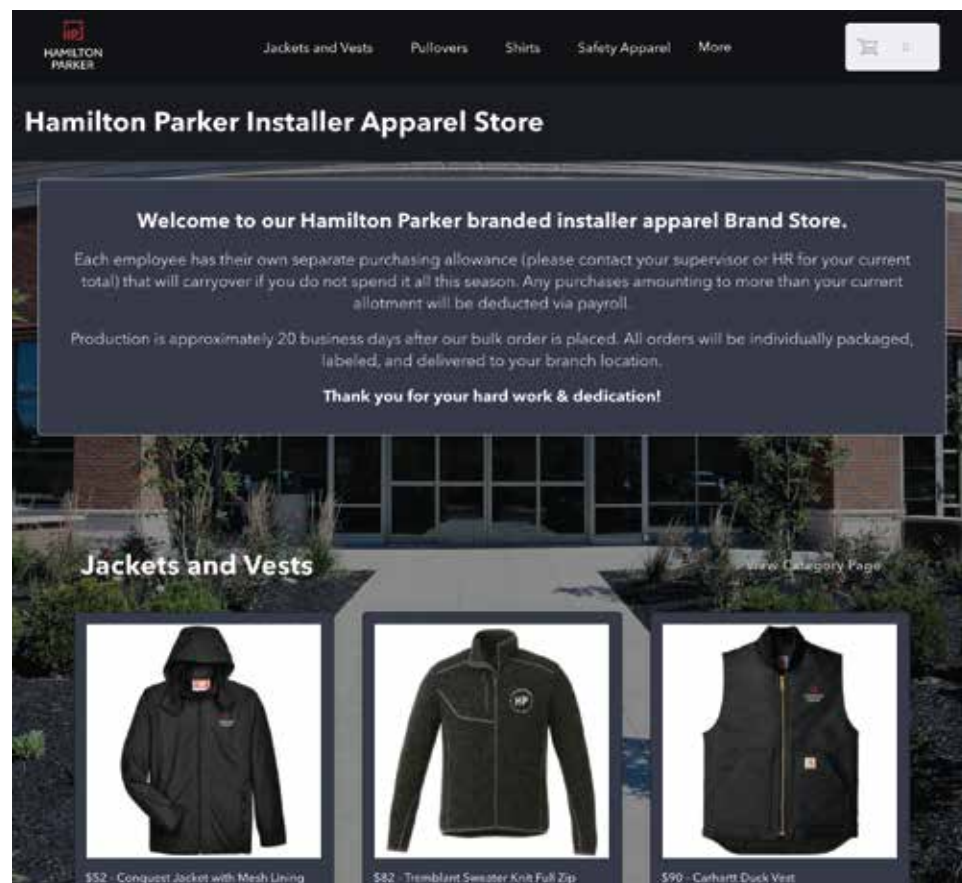
Employees

Primary Objective:

Online shopping experience allowing employees to shop for branded apparel/merchandise with annual allowance funds provided by the employer.

Strategy and Execution:

Client and sales rep work together to choose a collection of apparel and hard goods to be featured on a custom online pop-up shop, personalized to match company brand guidelines. The store is open for shopping for a defined length of time. Upon store closure, the bulk order is produced, and individual orders are packed, labeled, and delivered to client for employee distribution. Client handles billing internally with employee's available funds + payroll deduction for costs above their allowance.



Results:

We successfully host a spring and fall online store opening for multiple departments, offering fashionable & seasonally appropriate options. Employees are proudly and professionally representing their company. Positive feedback is regularly shared from both the employees and Director of Marketing from these pop-up shops.