## Case Study: Q1 Annual Global Campaign



## **Global Launch Campaign**

Complex campaign involving multiple locations with simultaneous launch spanning several continents

## Value Added by Atlantic Promo

- AP worked closely with BHL to conceptualize, produce, and coordinate delivery of items needed for Q1 launch for retail stores, global distributors, and all beverage partners needs for brand consistency.
- AP was an integral part of the weekly Group Status meetings.
- AP worked closely with BHL to conceptualize, produce, and coordinate delivery of items needed.
- Offered creative services and expertise around material and item modifications to achieve optimal cost savings by combining similar items and grades to prevent increased costs for completely different and additional versions.
- AP conducted two-step quality control at each factory and at warehouse kitting to ensure material and print quality of 50+ items in 3 different variations for 10 countries across Europe, Caribbean, USA, and South America.

## Result Significant savings across several categories: - Print, Signage, Displays, Merchandise Materials, Shipping, Warehousing, Kitting. Total Net Savings of \$23,730.25