

# FIRST CALL MONDAY MORNING

*CROSSMARK ASSISTS WORLD LEADING  
HOT BEVERAGES MANUFACTURER  
ON SHORT NOTICE*



The CROSSMARK team received notice mid-day on Friday that a major promotional activity was to take place in Woolworth's stores on Monday morning. Twining's front end displays were now to be shared front ends with another major competitor in the hot beverages category. The team worked quickly to establish list of 150 top selling hot beverages stores in the country. Their action plan was to call on all top selling stores first thing Monday morning and use their established in-store relationships to maintain full front end displays.

THE SUCCESSFUL IMPLEMENTATION OF OVER 138 FULL FRONT END DISPLAYS, IN THE TOP SELLING HOT BEVERAGES STORES IN THE COUNTRY, **RESULTED IN THE BEST EVER ONE WEEK SALES RESULTS** FOR TWININGS.

