

THE ROYAL MERCHANDISING BLITZ

*SUNDAY MERCHANDISING BLITZ IN KEY
GROCERY OUTLETS NATIONALLY*



A national leading publisher of magazines wanted to get ahead of its competition by pushing magazines to stores early Sunday, in the hopes of leveraging sales from a global event. To support this strategy CROSSMARK was engaged to provide merchandising field support, utilizing the CRT Surge team, visiting grocery stores in rapid succession on Friday and Sunday. During Friday calls, the team implemented a full pallet sized display unit and placed it in storage, ready for merchandising on Sunday. On Sunday, the team completed second calls to stores to merchandise the display units that they had built 2 days earlier. **Results: After careful planning and preparation the CRT Surge team completed nearly 1600 visits to Coles & Woolworth's stores over a two-day period. Notably, the team accomplished 800 of these calls on a Sunday.**

“AFTER WHAT HAS BEEN A FRANTIC 6 WEEKS, WE FINALLY **MADE HISTORY** WITH THE ROYAL WEDDING EDITIONS OUT ON SALE ON SUNDAY. **PLENTY OF FIRSTS WERE ACHIEVED** AND SUCH A RESULT IS NOT POSSIBLE WITHOUT **EVERYONE PLAYING THEIR PART.**”