



# MEETING HIGH EXPECTATIONS *WITH NO LEAD TIME*

*MOST POPULAR BRAND IN THE WORLD*

Just 17 days prior to the Apple iPad2 launch, CROSSMARK was chosen to assist select retailers in implementing the 5 p.m. tablet launch, all across Australia & New Zealand, all at the same time! Attention to detail and flexibility was a must on this project. It also took a massive team effort from all arms of the business to allocate staff to stores in an extremely short time frame. Strategic and clinical execution from our warehouse and logistics team involved everything from packing all POS in our warehouse, delivering to merchandisers, and then

executing all POS & Demo units in store to perfection. No store was to have POS or demo units live until the 5 p.m. launch time. A quiz was created on SV2 to ensure all POS received was correct and all involved understood in-store instructions on how to place the POS and activate Demo units. All reporting was completed on SV2 and there was office and state management phone support for the team during the time of execution. On-going POS management & delivery to other stores continued for 2 months after the launch date.



**Results:** 99% compliance of key competencies across time of implementation, delivery of POS, in-store POS & Demo installation of selected stores that were not affected by external circumstances out of CROSSMARK's control. iPad2 sold out in all stores prior to COB the next day of launch (most sold out in the first 30 mins after the launch).