

Federal Brand/Live-In

Taming Mercurial Apparel Market



The Result

Distribution outreach within a year

7000 new outlets

8-10%

Revenue Generation

Sales Increase

100%

Productivity Increase

Outlets visited

50%

Marketing spend ROI

Better Trackability

The Problem

Marketing Issues

- ▶ Field force was meant to carry huge brochures for sales,
- ▶ Promotional activities like pops, posters were very important but no definite means for tracking usage/ROI,

Supply Chain Issues

- ▶ Could not gauge demand in real time due to which there was a lag between production, packaging and delivery,

Product Launch

- ▶ Field force had to be apprised of any product launches via training/phone

Our Solution

