

CREATING RETAILER AND MANUFACTURER PARTNERSHIPS

As budgets tighten and consumer products become more expensive, shoppers are starting to shift away from established brands in search of better deals—private label or generic. Value appears to win over premium brand names when shoppers realize they can not survive without essential items. However, they have realized that by simply changing their purchasing habits they can reduce their spending.



It is during this time, that retailers are seizing the opportunity to drive trial and adoption of new and expanded private label lines. By increasingly leveraging store brands, retailers provide a strategic differentiation between themselves and low price retail leaders (i.e. Supercenters, Club stores and Dollar stores).

This in turn offers manufacturers an ideal opportunity to align their corporate and brand goals with retailers' private label strategies while simultaneously addressing the rapidly changing needs of today's shopper. By creating a retailer/manufacturer co-marketing partnership both brands can target specific segments that cross-pollinate one another and leverage the strengths from one another's categories to gain trial and increased purchasing habits.

Bringing in the right shopper marketing agency and finding the correct retail mix based on your top customer is essential to the success. The agency must be able to work in tandem with both the retailer's marketing team/buyers and the manufacturer's marketing/sales team.

As a shopper marketing agency, BARD has been developing and executing co-marketing programs with flawless execution for over 12 years. We have successfully linked as little as two manufacturers up to a total of eighteen manufacturers all the while being retailer specific. BARD understands the different channels, works thru relationships and brings partners together for the end result—increased sales. We succeed because we truly understand the full definition of execution.

Bring in BARD on your next co-marketing program and experience the difference. Our results-driven programs have been earning our clients double and triple digit returns each and every time. We are the link between manufacturers and retailers that drive sales and increases results.

Call me at 952-345-8000 to discuss your upcoming co-marketing needs.

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