

MAXIMIZE MARKETING BUDGETS WITH CO-MARKETING!

With the increase in expenses and the decrease in revenues/sales, shoppers and manufacturers are looking for alternative means to stay within their budget. Shoppers are no longer interested in convenience, they are interested in what is best for their pocketbook. This dilemma actually works in the manufacturer's favor. It is the perfect time for manufacturers to create retailer destinations based on this need, price and desire. It sounds simple enough, but manufacturers' budgets are dwindling as well. Therefore, implementing co-marketing practices are in everyone's best interest.

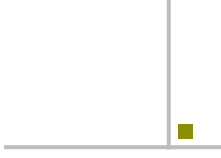


Co-marketing is a strategic practice in which a retailer and product manufacturer(s) combine their marketing resources and insights to create exclusive, mutually beneficial programs. It differs from account-specific programs, which typically involve much less involvement from the retailer! Think of co-marketing in general terms of "Buy one get two." The shopper receives twice as much for half of the cost, and the manufacturer spends half the cost for double the impact. Of course this is a generalization, since some manufacturers might consider co-marketing programs double the headache due to double the marketing departments, double the sales teams, etc.

Bringing in the right shopper marketing agency 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. The success lies with flawless execution.

EXECUTION IS...

- The development of strategic plans that are realistically executable
- The understanding of various strategic distribution systems (direct, broker, distributor)
- The ability to communicate between manufacturers and retailers (buyers and in-store operators)
- Results driven—ROI
- Baseline validation



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.

Jay Zemke
Vice President, Strategic Development

¹ In-Store Marketing Institute, 2008.