

CLIENT: THE ROCKPORT GROUP
PROJECT: PROMOTIONAL SUPPORT

CASE STUDY

THE
ROCKPORT
GROUP[®]

ROCKPORT ARAVON DUNHAM



CHALLENGE

With retail distribution of its diverse assortment of men's and women's footwear products in hundreds of locations throughout the US, the Rockport Group needed to ensure that their in-store promotional program was running smoothly. With sales reps scattered throughout the U.S., and multiple vendor partners enlisted to support their promotional program, Rockport was strained managing multiple suppliers, and incurring excessive procurement and distribution costs associated with executing in-store promos.

SOLUTION

Rockport turned to CFS to streamline their process and reduce costs. CFS was able to serve as a single point of contact for all aspects of their nationwide programs. Our full-service custom solution included everything from printing, assembling and shipping kits and displays to Sales Reps, to ordering gift cards and tracking expiration dates. CFS was also able to better assess shipping timelines and advise Rockport on deadlines to avoid expedited shipping fees.

RESULTS

The Rockport Group was able to consolidate promotional products under one roof. They no longer needed to source products from multiple vendors, and could use CFS as their single-source vendor to quickly fulfill all requests. Timelines were greatly improved, and CFS was able to pre-kit items to avoid excessively tight shipping windows and rush shipping costs.

"We are really happy with the services CFS provides Rockport and look forward to growing our partnership!"

~ North America Trade Marketing Activation Manager, The Rockport Group

