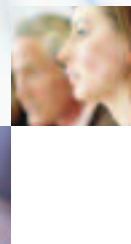


Product  
Promotion

*Delivering  
a complex  
promotion to  
the market*



## Background

A marketing agency had developed a complex promotion for a top packaged goods company. The promotion was an account-specific sweepstakes that required a separate prize pool and customized signage for 200 retailers. Even under ideal circumstances, the project presented significant logistical challenges, but when the account supervisor abruptly departed, lack of communication strained the team even further.

In their confusion, employees from three different departments began developing separate prize databases for 8,000 items worth over \$2 million. Core internal and client documentation was missing. The promotion had an overall budget of \$6.5 million, which was not documented or tracked. And the launch date was rapidly approaching.

## Solution

A project leader was assigned and quickly assessed the situation. This resulted in the development of a project plan that defined team roles/responsibilities and identified all pre-launch activities. Recognizing the financial risks of inadequate planning, the project leader moved with equal haste to create a risk management plan that incorporated all foreseeable issues.

A launch team was established to identify potential field issues and questions, resulting in new process documentation for the launch. The project leader also reduced the chances of over-awarding prizes by collapsing three separate prize databases into one, and established additional controls to avoid any problems regarding winner selection and prize distribution.

## Results

The promotion launched seamlessly; the re-energized team was well prepared; and the effort was deemed an unqualified success.

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See how we can help you make and keep commitments. Our partners are located in the Minneapolis/St. Paul area, and have experience managing projects in both North America and Europe.

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