



Merchandising Case Study

ICI - Field Marketing

Overview:

Dulux, the world's leading brand of premium quality paint, required a complete relay of their paint fixtures to reflect their new season's colour palette. The nationwide review, including Ireland, took place across all their retail stockists, including independants, thus dictating various team sizes. The review involved incorporating new and removing discontinued lines as well as relabelling every tin to highlight their inspiring new livery.

Client Benefits:

Our merchandising division not only provided skilled merchandisers, proficient in this type of review, but also managed the distribution of the new labels according to the scheduled routes ensuring all the teams had the correct quantities of labels.

Key Learnings:

Our merchandisers experience of in-store systems enabled us to seek out all the store's stock, ensuring shopfloor, warehouse and overstock locations were all covered.

Why RRS?:

Our ability to provide nationwide coverage, warehouse and manage the distribution of the new livery supplied ICI with a seamless service and uniquely, a single point of contact.



"The professional manner in which the review was handled has strengthened our relationships with a number of our independant stockists." **Product Manager - Dulux**



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