



GO TEAM

MITRE 10 TRADE *Building Supplies*

ISSUE

Our client holds a dominant retail brand position and is looking to grow its trade market share amongst builders nationwide. Builders love their rugby and our client's major competitors have aligned themselves with our national game through sponsorship of Super Rugby and National provincial championship competitions.

SOLUTION

The Go Team customer engagement program allows our customers to engage with their target trade customers nationally up to twice weekly via Super Rugby and All Blacks competitions, at a fraction of the investment of traditional sponsorship. Furthermore, engagement with this audience during the competition period allows this national chain to further strengthen their relationship the trade via integrated promotions, questionnaires and PR content.

OUTCOME

Goodwill and PR
Increased trade sales
Immediate market research campaigns and results
Positive brand positioning amongst target (trade) audience

GO TEAM HAS ENABLED OUR BUSINESS TO ENGAGE WITH OUR TRADE CUSTOMER BASE THROUGH OUR NATIONAL SPORT (RUGBY). THIS ENGAGEMENT IS ASSISTING OUR MARKET SHARE GROWTH WITHOUT US HAVING TO INVEST MILLIONS IN SPONSORSHIP

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