

PURE FISHING

POS/Merchandising Materials

MARCOM

Headquartered in Spirit Lake, Iowa, Pure Fishing is the world's largest fishing tackle and equipment company. The company's portfolio of leading tackle brands includes Abu Garcia®, Berkley®, Fenwick®, Johnson®, Mitchell®, Red Wolf® and Spider® products. Pure Fishing's global manufacturing, sales and marketing organization includes over 1,400 dedicated coworkers and six regional operating centers worldwide.

CHALLENGE:

Due to various circumstances, Pure Fishing found itself far behind schedule for producing brand-specific point-of-sale merchandising materials for its retail partners. The company was seeking a production partner with the experience in POS/merchandising required to compress the schedule to meet a very tight timeframe.

SOLUTION:

Marketing Alternatives jumped into the assignment head-first to source, supervise and deliver the required merchandising components. In addition to selecting vendors and securing delivery commitments, our production team was responsible for quality controlling both the supplied artwork as well as the finished goods.

Marketing Alternatives delivered production of the required POS/merchandising materials within a highly compressed timeframe – essentially completing a six-month project within eight weeks to meet Pure Fishing's commitment to its retail customers.

