

# BRAND TRACKER

Grow sales and brand awareness by ensuring retailer knowledge of your product and in-store positioning are consistent and optimal.



## PROBLEM

Your sales at bricks & mortar retail locations have leveled off or are declining and you are not sure why or you suspect something isn't quite right with your retail program.



## SOLUTION

Get boots on the ground to conduct a real-time evaluation of what retailers are actually saying about your product to their clients and how your product is positioned in the stores versus your competition. Then build a retailer focused product education program that guarantees consistent messaging and enhanced retailer loyalty.



## IDENTIFYING THE PROBLEM

Redstone Media Group's "Brand Tracker" program is a variation on the Mystery Shopper program designed to give you actionable information and solutions. Retail staff come and go and distributors are not diligent about product positioning at the retail level so it is vital that you have control over retailer relationships and how your product is being represented.

<b>CHOOSE STORES:</b>	You decide on the specific retailers or geographical region of retailers where you would like to have your "Brand Tracked."
<b>BOOTS ON GROUND:</b>	Redstone deploys its trained team to evaluate each retail location based on your customized list of variables.
<b>METRICS REPORT:</b>	Redstone will generate a report outlining how each location scored showing where the gaps or issues are that need to be addressed.
<b>EDUCATIONAL PROGRAM:</b>	Redstone will create a customized product education eLearning Program that will enable consistent product knowledge and incent loyalty throughout your retail partners.





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## THE E-LEARNING SOLUTION



### WHY CREATE AN eLEARNING PROGRAM?

Running a business is hard, especially when you have a network of retailers nationally or even globally. The challenge is ensuring that retailers are being educated consistently about your product/s in a way that they will remember, as well as consumers being told the same information about your products no matter where they are purchasing them. The only way to effectively duplicate your message is by creating a professional educational program with an incentive that encourages staff to engage in learning. A program like this has the power to create brand loyalty.

- Redstone will create your customized program along with a retailer implementation plan to ensure retailer owner/staff acceptance and utilization.

### What is Included with a Redstone Media Group eLearning Program?

- ✓ Customized eLearning Program strategy and program blueprint
- ✓ Pre-recorded welcome to viewers from Company Leader
- ✓ e-Learning content about product or service (Max 15 minutes in most cases)
- ✓ Content creation & editing
- ✓ Animated Logo Reveal
- ✓ Voice-over and backing music
- ✓ Flying text and supportive product / educational imagery or video
- ✓ Intermittent quizzes depending on length
- ✓ Test at the end of program to ensure viewer participation and trigger reward
- ✓ Online Hosting of eLearning Platform
- ✓ Monthly or on-demand real time metrics reporting to ensure retailers and staff who have completed program are issued their incentive as well as identify those stores that are truly engaged in selling your products
- ✓ Retailer Implementation Strategy
- ✓ Ongoing program modifications and updates as required

