



AT&T

CASE STUDY

"We've already had great reviews come our way with the items and I personally just find them to be very cool. This is such a large order and many mistakes get made over the course of an order this size, but I just want to applaud you and your team for making this incredibly smooth sailing."

OVERVIEW

A client needed to dropship over 100,000 Beanies and Lanyards to 5,700 individual store locations, all to be used on Black Friday. And we only had 45 days. With large orders and specific packouts, the planning required was immense, but the Pop! Promos team was ready and excited to take on the challenge. By carefully planning a rolling dropship delivery schedule, we were able to deliver on time when nobody else could.

PROBLEM

The client had a short timeline and a large order during the busiest time of year.

SOLUTION

Pop!'s VP of Sales, Katie Swinburn, coordinated with Pop!'s team to meet the distributor's requirements and we were able to produce all the products in a timely manner, then execute a rolling delivery plan that enabled us to package and deliver all the products to the correct locations for on-time arrivals by Black Friday. The client was able to hit a tight deadline, while avoiding mistakes commonly associated with large orders and complex designs.

