



MARKETING SPECIALISTS





Coast-to-coast  
coverage ...  
local market  
expertise

## MARKETING SPECIALISTS

**M**arketing Specialists is leading the way in the sales and marketing industry, building brand equity coast to coast, one neighborhood at a time.

We provide a comprehensive array of sales, marketing, merchandising, and order management services to more than 1,200 manufacturers of consumer packaged goods, and then market the products of these manufacturers to leading retailers and wholesalers who operate in all trade channels.

Our size and market penetration enable us to assist our trading partners in developing and implementing product sales plans across multiple geographic regions, while our strong knowledge of local and regional markets facilitates the customization of these plans to meet local conditions.

**BUILDING BRAND EQUITY**



# EXPERIENCE YOU CAN TRUST

**M**arketing Specialists is setting a new precedent in sales and marketing. Building upon a foundation of highly skilled team members and the best technology available today, we're producing impressive results for manufacturers, retailers, and wholesalers.

## Business Development

Our associates help manufacturers achieve their sales and merchandising goals, including product distribution, shelf schematics and other category management initiatives. We work alongside manufacturers, retailers and wholesalers to develop, review and execute targeted programs.

## Retail Services

Our leading sales force automations supply manufacturers with real-time store conditions. This technology enables manufacturers to precisely manage all merchandising and distribution initiatives at the store level. Our representatives plan and execute sales plans by providing merchandising, shelf management, display,

schematic design, pricing and promotional program services. We also maintain a full-time "surge" force ready to accommodate manufacturers, retailers and wholesalers on short notice for product category implementation or special promotions.

## Marketing Services

From the preparation of regional and local marketing plans to analysis using the latest systems, we provide solutions combining today's technology and marketing tools – along with our market expertise – to meet manufacturers' unique needs and build brand equity at the local market level. Using multilevel store information and customer demographics, the Marketing Specialists staff determines product trends, new product or category introductions and promotion effectiveness.

## Order Management

Building upon our reputation for implementing cutting-edge technology, Marketing Specialists has developed a centralized order management system that generates orders through EDI. The system enables our staff to verify quantities, prices and purchase orders, and clarifies and processes promotional allowances and other credits for retailers and wholesalers.

**M**arketing Specialists exceeds expectations not only by delivering an extensive selection of services and doing it well, but also by distinguishing itself from others in the industry. We're working to anticipate and prepare for changes in our industry, within markets of every size and geographic location.

## Customer Teams

Due to our size and geographic expansion, Marketing Specialists has more customer teams with deeper market penetration and more critical mass than our industry competitors.

And we continue to expand our reach every day, adding new markets and new trading partners along the way.

## Channel Resource

Marketing Specialists offers experienced, highly developed headquarters and Retail teams, who work to develop a presence in every class of trade.

## Speed to Shelf

Marketing Specialists maintains a large staff of Retail team members, all of whom possess a keen knowledge of local market conditions to produce an unparalleled rate of speed to shelf.

In addition, Marketing Specialists maintains an information technology system that enables our staff to gather individual store data and place it into a central reporting system. This allows us to provide our

partners with current and detailed local sales data that forms the backbone of our strategic marketing plans.

## Advanced Systems

One of the cornerstones of Marketing Specialists' philosophy is a strong commitment to leading-edge technology. Efficient information management systems and the ongoing training of our associates benefits both our employees and our trading partners.

Marketing Specialists was one of the first brokers to install a nationwide local-area network and wide-area networks, enabling us to provide Web-based information to our trading partners via the Internet and Extranets. Our associates may access information 24 hours a day through our award-winning Intranet, The Market Place.

## Co-Marketing

Our approach gives our clients results at every level — from category analysis to post-promotional evaluation to value-added agency capabilities.

We provide co-marketing events that complement our trading partner's strategies and build equity all the way to the store level. These promotions provide a more efficient and effective way to communicate to the consumer.

COMPETITIVE STRENGTHS



COMMITMENT TO EXCELLENCE

## Leading Change in the Information Age

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**M**arketing Specialists is committed to excellence – through our team of highly skilled employees, and in our pursuit of the best systems available today. The combined strength of those two elements enables us to build brands with unequalled results and provide seamless coverage.

Our associates are our greatest resource. We believe a company is only as strong as the people who represent it. That's why we are committed to our team armed with the specialized, cutting-edge skills that will prepare them to meet and exceed the demands of clients throughout the United States.

Marketing Specialists' expanding base of employees and our ongoing commitment to learning and implementing the latest technological innovations means we're building our company one market at a time, anticipating and proactively addressing change, and most importantly building brand equity.

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### MARKETING SPECIALISTS

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<http://www.mssc.com>

We provide solutions and results in the following channels:

- ◆ Grocery Stores
- ◆ Club Warehouses
- ◆ Super Centers
- ◆ Mass Merchandisers
- ◆ Convenience Stores
- ◆ Drug Stores
- ◆ Foodservice
- ◆ Specialty Stores
- ◆ Concept Stores

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