

THE **COMMERCE** **MARKETING** **AGENCY GUIDE 2024**



FEATURED PROFILES

Collaborative Marketing Group | Goodway Group | pep | Propac

We Can Take Your Brand To New Heights

At CMG, we create impactful omnichannel programs that drive incremental and profitable sales, ROI and ROAS. Our team understands your brands' objectives and KPIs, and your key retailers' marketing goals and merchandising philosophies.

SHOPPER

- Leverage insights to more deeply understand, target and engage the most valuable shoppers and lead them through their decision journey.
- Combine brand guidelines and strategies with our retail knowledge, to deliver results for your brands, AND your key retailers.
- Provide impactful, relevant program concepts and engaging creative to elicit the desired shopper response.
- Provide flawless execution to keep programs on track and exceed expectations.
- Deliver customized post-program reporting.

DIGITAL & E-COMMERCE

- Recommend the most effective targeted media programs and digital incentives to reach your audience, communicate your brand's message and drive sales.
- Engage shoppers prior to their purchase experience by reaching them at key moments throughout their shopping journey.
- Build relationships with shoppers by activating social influencers who are brand users and shop at your key retailers.

PARTNERSHIPS

- Explore and generate a targeted list of categories/brands that compliment your brand and drive stronger ROI than if your brand ran its own program.
- Contact potential partners to gauge interest and feasibility of partnership.
- Create contracts/joint promotion agreements on behalf of client and route to partner(s) for approvals.
- Develop integrated partner creative, and route to all parties for approvals.
- Schedule and lead calls between marketing/sales teams.

Collaborative Marketing Group Inc.

We have an experienced team of professionals who are dedicated to our clients' businesses, and passionate about delivering positive results. We staff each client team with the right CMG team members who have the necessary backgrounds to develop and deliver successful programs.

CMG AT A GLANCE...

YEAR FOUNDED: 2000

WHO WE ARE

CMG's mission is to provide CPG companies with a full service, execution focused agency alternative for their retail marketing programs. Our objective is to develop programs that address not only our clients' needs, but also their key retailers' objectives and merchandising philosophies.

EXPERTISE

Retail Marketing, concentrating in Shopper and Partnership Marketing, Digital and E-Commerce programming with a focus on execution.

PRODUCTS AND SERVICES

- Program planning, development and execution
- Digital and Social marketing management
- E-Commerce marketing
- Partner solicitation, negotiation, and contract development
- Creative and concept development
- Budget management
- Post promotion reporting and analysis
- Shopper and sales/trade plan integration

INDUSTRIES SERVED

- Food • Beverage • Pet Supplies
- Household Products • Travel

MAJOR PARTNERS

- Del Monte Foods, Inc.
- McCormick & Company, Inc.
- Molson Coors Beverage Company



A large black silhouette of a person climbing a ladder, positioned on the left side of the page. The ladder extends from the bottom left towards the top right. The person is shown from the waist up, reaching for a higher rung.

A Partner You Can Rely On

Shopper • Partnerships • Digital • E-Commerce

At CMG, we're here to help your brands reach new heights. Having the right agency partner on your side to help you navigate through the retail landscape is paramount to developing successful programs that work for your brands and your retailers. We have been working with CPG companies of all sizes for over 24 years and our account and creative teams know your retailers, the programs they prefer and how to reach your most valuable targeted shoppers.

If you are looking for a strategic, execution focused and cost-effective solution for your retail programming, visit us at www.collaborativemktg.com.

Collaborative
Marketing Group^{Inc.}

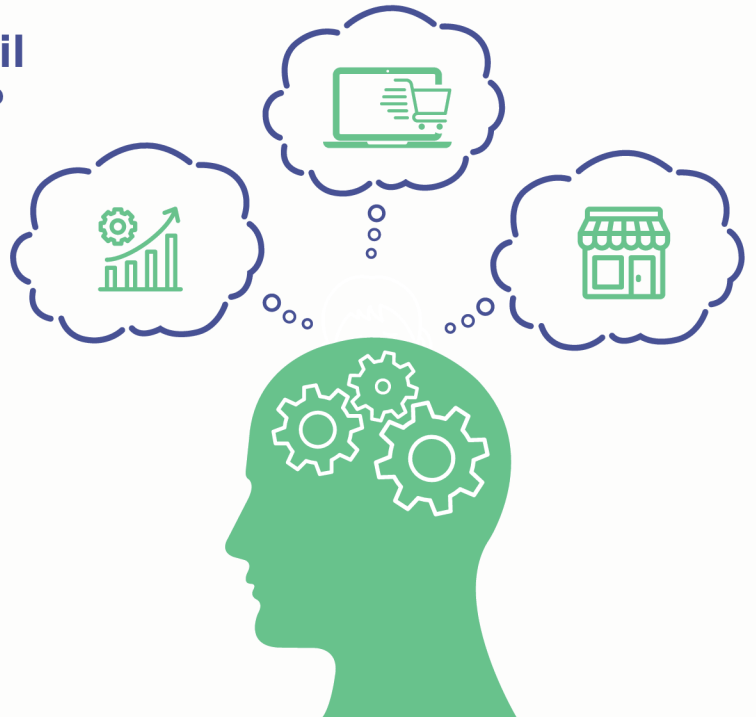
Garrett Plepel, President
gplepel@collaborativemktg.com
630.871.6590



Are you ready to make retail media work harder for you?

You're not alone. That's why at G-Comm, we're helping to rethink and reshape the impact of retail media, focusing on simplicity, effectiveness and genuine customer connections.

Cut through the noise for cleaner measurement tied to real business outcomes including iROAS, new-to-market shoppers and total customer insights.



SOLUTIONS

Simplifying Complexity: Across The Entire Commerce Ecosystem



Architecting and enhancing 7+ RMNs at various maturity levels



Building and deploying real-time last attribution dashboards



Buying across 40+ RMNs to reach your shoppers



Managing 200+ brands across diverse RMNs

FEATURED PARTNERSHIPS

Access: Maximize Your Budget and Run Test-and-Learn Opportunities

Google ∞ Meta **CRITEO** amazonads /LiveRamp theTradeDesk

Fast-Track Your Retail Results

We Heard You Loud and Clear

According to the recent P2PI Retail Media Perception Survey*, CPG brands want **quality data, campaign scale and robust reporting tools so they can make decisions faster.**

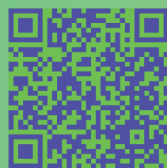
You Want It, We Got It

- **Real-Time Dashboards:** Get standardized KPIs with enterprise-grade reporting.
- **Streamlined Success:** Automate workflows and scale from one platform.
- **Integrated Insights:** Optimize performance with actionable insights from connected and disparate data sources.

Achieve total commerce success.



**ACCESS NOW:
A Brand
Marketer's Guide
To Navigating
Retail Media**



Ready to chat?

ANGELA MYERS

Senior Vice President of Retail Media Networks
angelamyers@goodwaygroup.com

pep

a boutique promotional activation agency

20 years ago, pep filled a void in the marketing services space.

today, we are an industry leader in consumer activations, and the only partner who combines planning, sourcing, execution, creative, & technology into effective solutions for our clients.

our mission

unparalleled industry & promotional expertise



deep understanding of our clients business



custom solutions that drive sales & foster brand loyalty

our expertise



promotion strategy & tactical planning



end-to-end project management



creative strategy & development



sourcing & supplier management



technology & automation solutions



governance, PII security risk mitigation





where we play

INCENTIVES

digital coupons
mobile rebates
FSIs
rewards
loyalty programs

DIGITAL

sweepstakes &
instant win
API builds &
microsites
influencer
asset management
AR/VR/QR Codes

POINT OF PURCHASE

perm/temp
displays
in-store signage
sales kits
gifts with purchase

DIRECT TO CONSUMER

CRM email
campaigns
sampling
experiential & events
premiums
fulfillment

our longstanding partnerships



L'ORÉAL



american greetings



KraftHeinz



let's talk!



partner with us to transform your business.

Susan Goodyear
EVP, Client Growth

216.926.9620 | susan.goodyear@peppromotions.com
302 W 3rd Street, Suite 900 | Cincinnati, Ohio 45202

pep



We're Committed to Delivering Productivity, Value, & Connectivity.

Propac can unlock your brand's potential with expert marketing that boosts productivity, delivers incredible value, and enhances connections with retailers and consumers.

Unlock Success with Our Full Toolbox of Services

With a full toolbox of capabilities to maximize productivity on every project, we're the one-stop shop for all your brand's needs. Whether it's competing for floor space, meeting e-comm demand, managing promotions, or executing scalable POS, our seamless connectivity means we'll work with you to navigate every last step in the shopper journey. Our experiential team can also craft engaging experiences that drive meaningful connections with your buyers to drive purchase.



IT MAKES THE DIFFERENCE

Choose Propac and unlock the true potential of your business throughout the marketing cycle. Boost productivity, gain exceptional value, and enhance your connectivity with both retailers and consumers.

INNOVATION LAUNCHES > RETAIL PLANNING > SALES SUPPORT > RETAILER SPECIFIC PROGRAM > SHOPPER ENGAGEMENT

Propelling Brands. Driving Impact.

We blend shopper insights and retailer knowledge to **connect brands to buyers**. And by continuing to grow our capabilities to serve evolving client needs, we're able to bring more value to **every touchpoint** in engaging shoppers, in-store or online. We'll work with you to break through barriers and drive impactful results for your brand.



CLIENTS WE WORK WITH



PEPSICO



Walmart ✨



MAYFIELD



CONTACT

Chase Daigle
Director, New Business
chase.daigle@propac.agency