



*"We throw Ark-H some real challenges, including picking and packing thousands of POS items to be delivered to our field marketing teams at very short notice. But whatever we need, Ark-H gets it sorted."*

Operations Director  
Intelligent Marketing Solutions

In November 2006, IMS won the Award for Most Effective Tactical Campaign at the Field Marketing Awards in recognition of their success in launching the new Berliner format for Guardian Newspapers Ltd (GNL).

## Ark-H helps IMS launch new format for the Guardian Newspaper

### Background

When Guardian Newspapers Ltd (GNL) decided to launch the Guardian in a new full colour 'Berliner' format, they looked at the UK's top 20 field marketing agencies to help them gain the retail impact it deserved.

Intelligent Marketing Solutions (IMS), founded in 2000, won the pitch and, together with Ark-H, embarked on a project supporting 8,068 retail outlets.

In fact, Ark-H has worked with IMS since 2002 handling point of sale (POS) placements for a variety of different clients such as Energizer, Inbev, Scotts, Ashbury and General Mills.

### The Brief

For the launch of the new format to be a success, it was vital that there was effective field marketing support. Essentials included relationship development with retailers and the strategic siting of POS material with the desired effect to maximise the new format Guardian's availability and distribution.

GNL identified 8,068 retail outlets that needed support for the new format launch. Due to the confidentiality of the project, it was essential that visits were conducted within an extremely tight time scale.

The Guardian's new format launch project carried distinct objectives for IMS:

- To conduct visits to 8,068 retail outlets in 4 days and to ensure POS distribution was carried out within tight timescales to maintain the secrecy of the launch
- To site POS in 75% of the outlets visited
- To utilise information from the campaign for future field marketing activity
- To increase sales overall

### The Activity

When IMS won the The Guardian project, Ark-H was the partner they turned to for assistance with the POS elements of the campaign; from collating pre-printed presentation packages which allowed representatives to assess the POS material that each store needed, to despatching the POS units and posters to the relevant member of the field team.

The POS material came from a number of suppliers – an exercise that required strict quality control. Indeed, upon receipt of some items, Ark-H's quality control process highlighted problems with inadequate packaging. Ark-H quickly ordered the appropriate stock to ensure that the units went out not only on time, but that they arrived in good condition.

In total, Ark-H used five of Target Worldwide's articulated lorries to despatch 6154 parcels to a field team of 297 people. This enabled IMS to complete the targeted 8,068 retailer visits in just four days.

### The Results

Working closely with IMS, Ark-H played a major role in the huge success of this campaign. Results included:

- Outlets reported an increase of sales figures eight times higher than the national average
- 8,068 outlets were visited in four days by the IMS field team and Ark-H co-ordinated the distribution and delivery of POS units and posters in 24 hours
- ABC circulation increased by 18% and was maintained for a period of four months

For further information on Intelligent Marketing Solutions please visit [www.ukims.co.uk](http://www.ukims.co.uk)

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