SOLUTIONS
mission

To be the best sales and marketing services company for consumer brands by consistently delivering growth solutions with exceptional service.
ACCOMPLISHED
We at CROSSMARK have a simple business philosophy: Do a great job for our clients and they will continue to trust us with more responsibility ... look down the road at trends and anticipate our clients’ needs ... grow their businesses and do it with service excellence and integrity. This approach has allowed us to grow from a single-market food broker just thirty years ago to an international leader in field marketing.

In our sixth annual portfolio, I hope you will see examples of how we are helping suppliers and retailers as “The Way to Market.” I hope it will give you confidence that we have extraordinary people and a “can-do” corporate culture that will continue to represent you well. I also hope that you will be inspired by some of our accomplishments, and that it might result in a conversation on how you can draw on more of our services to help solve your business challenges. Please do not hesitate to contact me or any of the people listed in this portfolio. On behalf of the 36,000 associates that work hard to deliver Growth Solutions with Exceptional Service, we want to thank you for your confidence and trust.

All the best,

Joe
CEO, CROSSMARK
LEADING THE WAY
NOTEWORTHY
CROSSMARK’s high standard of excellence is built on a 108-year foundation of strong leadership with extraordinary people and a “can-do” spirit. Our brand promise is to expertly guide our clients along “the way to market” by consistently delivering growth solutions with exceptional service.

36,000+ associates
1,100+ direct customer buying points
1,000+ manufacturer and retailer clients
28,000,000+ retail service hours annually
550,000+ retailer outlets served across 5 countries

... growing our clients’ businesses with notable achievements ...
Consumers are drawn to Chobani brand Greek yogurt like Eros himself hit them with an arrow. And CROSSMARK has played a key role in that love affair. Through analytics and insightful selling, CROSSMARK ensured sufficient store-level inventories of the fastest-growing yogurt in the U.S., resulting in Target’s highest yogurt category sales week in history.

Since that Herculean feat, CROSSMARK expanded its role in the brand’s growth on a national basis undertaking increased HQ sales responsibilities, as well as in-store with a dedicated retail team. This has been instrumental in driving distribution of nine of the top ten SKUs (all Chobani) in the total U.S. yogurt category across all channels.
Achieving history-making sales
Reckitt Benckiser had a goal of shoring up its base business, to ensure incremental growth during the launch of new products. In order to do this, the company needed significant distribution gains in some of its core brands: Lysol®, Air Wick® and Resolve®.

CROSSMARK identified key distribution opportunities, developed a retailer incentive program, and initiated a sales effort with urgency and excitement. After gaining 60,000 new points of distribution and market share gains, the initiative resulted in a sparkling $9 million of incremental annualized retail sales for Reckitt Benckiser’s base business.
$9 million incremental annual sales
BLUE FRIDAY
The day after Thanksgiving should be filled with joy, optimism and hopefully strong sales. That’s what CROSSMARK and Samsung put on their list, and then they checked it twice. In fact, they checked that products were on the shelf and priced correctly, with displays fully stocked, and departments properly staffed to assist shoppers at more than 3,000 Walmart and Sam’s Club locations. Shoppers were able to find the products they were looking for, at the price they’d seen in ads. It was a joyful holiday experience for everyone.

“CROSSMARK delivered breadth of coverage we’ve never experienced before.”

Stephen Gurley
Retail Development Manager - Field Marketing
Samsung Electronics America, Inc.
The only company to break CROSSMARK’s records, is CROSSMARK. It started by getting chewing gum items on shelf and displays set up in over 80,000 stores in 8 days. That’s impressive speed to shelf by any measure. But soon after, CROSSMARK and Mondelez International set an even higher bar - to reach 100,000 stores in 10 days.

Again, CROSSMARK delivered, with a result of over 200,000 displays and nearly 300,000 new points of distribution. The performance was recognized as “world-class . . . the standard by which all future launches will be measured.”

Don Quigley
President, U.S. Sales
Mondelez International
100,000+ stores in 10 days
REACH

Extending distribution
Moms count on Kimberly-Clark for Huggies® diapers and baby care products. Kimberly-Clark counts on CROSSMARK for maximizing sales.

The baby care category demands continuous introductions of new products to address moms’ ever-changing needs and preferences. It’s critical to ensure that distribution of existing items is maintained during any transition into new package sizes or types. As part of this focus on maximizing distribution, CROSSMARK additionally filled distribution voids through advanced analytics and fact-based selling. The extended reach of the right products on shelves in the right stores added approximately $3 million of annualized value for Kimberly-Clark. Reach and achieve.

Delivering $3 million of incremental value
One powerful network demands another

“Werking” to connect with consumers

ENGAGE
A giant in telecommunications says the world’s biggest challenges deserve even bigger solutions. When Verizon needs big solutions for engaging consumers face-to-face, it turns to the consumer engagement experts at Marketing Werks - a CROSSMARK company. Beginning with a single youth-marketing effort in 2003, Marketing Werks consistently exceeded client expectations and ROI metrics. In 2008, it was named Verizon’s engagement agency of record for both sides of the brand - Wireless and Telecom.

From the primetime excitement of the Super Bowl to grassroots tactics like block parties, Marketing Werks is all across America - customizing powerful marketing solutions for Verizon - as well as other major brands - to engage consumers. And like Verizon, Marketing Werks’ network just keeps getting stronger every year... with new ideas, capabilities and clients. And touch points become more varied - from retail activation and door-to-door sales to tapping into local passions like high school football in Texas. It’s highly persuasive and personal marketing that’s national in scope but hyper-local in relevance. A great call.
Brewing up
Starbucks decided to accelerate the launch date of its new line of "Blonde" lighter roast coffee in Canada by two months. The new product launch timing also entailed other initiatives including pack changes and line extensions, all totaling 28 SKUs. CROSSMARK was at-the-ready, had a triple-espresso, and immediately initiated plans that resulted in gold standard execution at major retailers. The end result: 42,000 new points of distribution with exceptional planogram and display compliance.
Rite Aid and CROSSMARK designed a plan to reset every one of Rite Aid’s 310,000 feet of cosmetic shelves (that’s 59 miles) across 4,510 stores. And with brands such as Revlon, L’Oréal, Coty, Almay, Maybelline and Cover Girl, it had to be picture perfect.

In just six weeks, CROSSMARK assessed the project, and trained, certified and deployed 1,200 reset specialists. The makeover was completed on time and on budget. Afterwards, Rite Aid’s store operations team said it was the “best cosmetic reset by any partner company.”
“Best cosmetic reset by any partner company.”
The trading card category is fast and furious, with a multitude of choices and constantly changing brands and licensed properties. For moms trying to find the right card for their kids, it can be anything but fun. That’s why the largest distributor of trading cards in North America, Beckett Associates, appointed CROSSMARK to improve the merchandising effectiveness at Walmart and other retailers.

CROSSMARK redesigned store call procedures and improved category signage; through collaboration with Twin Oaks - CROSSMARK’s joint-venture shopper marketing agency with MARS Advertising - a new shelf header sign system with greater visible impact was developed to enhance shopability. At the end of the day, these efforts dealt out a whopping 20% increase in same-store sales vs. prior year.
20% growth in same-store sales
A film’s opening box office sales all hinge on promotion. And the same is true for selling-in and promoting DVD releases. For the DVD premiere of The Twilight Saga: Breaking Dawn, CROSSMARK achieved 100% display compliance within 48 hours at two of the leading retailers in Australia and New Zealand.

CROSSMARK reps worked with each store to create high-impact lobby displays and generated movie hype with a dramatic incentive program before the launch. The story has a happy ending: sales for the first week of release were seven times the average DVD sales. That’s what we call a Best Supporting Performance.
7X greater first-week-of-release sales vs. average
Powerful connection
An owner’s love for their pet is reflected in many ways, especially in the food they provide. Selecting the best nutrition is key to a long, healthy life. That’s why, for more than 70 years, Hill’s Pet Nutrition has pledged to enrich and lengthen the special relationships people have with their pets.

CROSSMARK was selected as an exclusive partner to develop and manage an in-store “brand ambassadors” program designed to engage and inform shoppers on the benefits of Hill’s Pet Nutrition products. CROSSMARK created and trained a dedicated team of Hill’s Pet Nutrition Specialists covering nearly 2,000 PetSmart and Petco locations in the U.S. Preliminary results have shown that 22% of shoppers who did not have Hill’s® on their “list” purchased the brand as a result of being influenced by the in-store specialist. Now that’s rewarding.

22% purchase conversion rate
A key to shopper satisfaction is ensuring on-shelf availability (OSA) of products. So CROSSMARK developed a unique new service named OSA Now. It helps manufacturers address the challenge of a product’s on-shelf availability at Walmart stores. Now, not only are shoppers more satisfied at Walmart, but so are CROSSMARK’s manufacturer clients and Walmart.

OSA Now uses innovative technology to automatically mine manufacturers’ POS data, run it through an algorithm, and send alerts on a daily basis to retail reps in the stores. And with CROSSMARK’s dedicated Walmart team visiting stores multiple times per week, CROSSMARK’s reaction to ensuring on-shelf product availability is faster than any other company in the industry. It’s very fulfilling to measure positive results with a great ROI.
Ensuring your brand is at hand
SE HABLA SALES
Growing Mead Johnson’s Enfamil® brand over a large Hispanic market, including more than 20 different retail banners, required thinking in a whole new language. CROSSMARK created a hybrid sales solution, where its dedicated retail supervisor for Mead Johnson led the all-bilingual team for HQ sales as well. The day-to-day knowledge of in-store dynamics resulted in more strategic HQ calls, as well as enhanced relationships.

This hybrid approach drove distribution of new items and programs resulting in a 3X lift in sales vs. prior year. Muy impressive.

3X revenue growth  
In any language, es bueno
It's not easy to find a single resource that can expertly turnkey adult beverage tasting events on a national basis. Now, suppliers of beer, wine and spirits across the country have a designated sales driver in CROSSMARK - having the scale, talent and state-by-state expertise for seamless execution of adult beverage sampling nationwide. Now that's cause for celebration.
Imagine a world where everyone helps
It takes imagination to envision a world where children are helped, and literally every person and company who helps, wins.

CROSSMARK was honored to bring together all the players to make that happen in a wonderful success story. To celebrate the 50th Anniversary of Sedano’s supermarkets, the Children’s Miracle Network at Miami Children’s Hospital received a $10,000 donation from Sedano’s. Shoppers received a $5.00 discount on Cirque Du Soleil tickets and could enter a sweepstakes to win VIP tickets to the show and other prizes. CROSSMARK’s clients secured incremental displays and double-digit sales growth. At the end of the event, Sedano’s was proudly recognized in the local community. And, most importantly, the children were helped. Doing good just feels right.

And that helps everyone
WANTED

Armed and dangerous
A client’s dilemma:
“If I can’t measure it, I can’t manage it.”

CROSSMARK’s assurance:
“If it can be captured, we will collect it.”

In today’s intensely competitive environment, companies want to ensure they obtain critical information that is accurate and timely for better and faster decisions. As the largest in-store data collection force in North America - with standards unmatched in the industry - leading manufacturers and retailers, as well as The Nielsen Company, hire CROSSMARK for a range of field intelligence needs. Clients have gained insights on competitive pricing, share of shelf, POP/display/planogram compliance, and other key factors to take immediate and appropriate action. CROSSMARK Field Intelligence has more than 2,700 highly trained specialists armed with state-of-the-art hand-held technology, providing actionable insights through marketplace data collection, analytics and timely, customized reporting across all major retail and on-premise channels.
Driving impulsive behavior

With high-impulse products, success is all about being available and seen. When Walmart wanted to ensure top-notch management of its important clip-strip program, it appointed CROSSMARK as the exclusive service provider to oversee it. Working with 38 different manufacturer clients, CROSSMARK retail reps packed-out product in all 3,000+ Walmart stores. They made certain that all authorized items were priced properly and placed on clip-strips throughout each store. After CROSSMARK began managing the clip-strip program, same-store sales of clip-strip items increased an average of 35%. Right time. Right place. Right results.
35% growth in same-store sales
Helping a lost favorite find new fans was the mission for Marketing Werks when it was retained by Hostess Brands’ advertising agency Bernstein-Rein for the relaunch of Twinkies®. The challenge? Take their theme “The Sweetest Comeback in the History of Ever” and make it come alive in the streets of N.Y., Chicago, L.A. and Kansas City (Hostess’s hometown).

But a moment like this comes once in a brand’s lifetime… and the anticipation that these treats were coming could be as enjoyable as that first bite - just like when we were kids.

Consumers’ hunger for Twinkies was sharpened through a social media countdown tease that prepped people to “Prepare your cake face.” And consumer-generated content was aggregated and pushed through Twitter.

Marketing Werks delivered sweet smiles and engaged old friends - and new - of the brand. Sales moved nationally at seven times the historic average, and demand exceeded production capacity three times over! Even Al Roker and Today came back for seconds, featuring the story in two segments. As sweet as it gets!
Bringing tasty back with record sales
Today and tomorrow
The commitment to learning, driving thought leadership and building relationships every day is what makes CROSSMARK exceptional.

CROSSMARK leaders are proudly active in dozens of industry associations, steering committees, share groups, and thought-leadership initiatives. This commitment also is evident inside the company, with one example being the CROSSMARK Network of Women - a company-wide group that fosters relationship-building and career development for women.

Additionally, CROSSMARK plays a major role in academia, supporting efforts in preparing future leaders to make their marks on the world of commerce.
EXCEPTIONAL PEOPLE
OUR COMMON VALUES

We live and instill our values every day. They are the foundation to help us and our clients reach our goals.

Respect
Excellence
Appreciation
Collaboration
Honor
Industry-wide recognition of service excellence is a legacy we have worked hard to create, and one we continue to build on every day.

We proudly recognize associates who go above and beyond, making their mark of service excellence.

Visit www.crossmark.com/mymark to see CROSSMARK associates making their mark.
Contact us to learn more about how CROSSMARK can deliver remarkable results for your business across many classes of trade in the U.S. and internationally.

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Outstanding clients, remarkable results

“ROI mentality permeates the CROSSMARK organization. They know if we are spending a dollar we have to get X in return for that dollar. That’s in every conversation we have. And the results are phenomenal. Our points of distribution have increased, our shelf space has increased - it’s a winning, winning model.”

Steve Yarbrough
VP, U.S. Retail Sales & Customer Development
Mead Johnson Nutrition

“We’re now in a position today where our sales with CROSSMARK are ahead of our direct grocery share growth - and significantly ahead of national share growth.”

Lee Coomber
Vice President, Sales-Grocery - Reckitt Benckiser

“Samsung was proudly honored with the highly coveted ‘Collaboration Award’ by Sam’s Club. Awards like this are not defined by any single number, product category or even a particular initiative. They are the result of a lot of supporting activities that happen day in and day out by a lot of people doing the right things! I’m convinced that our partnership with CROSSMARK played an important role in Samsung receiving this award.”

Paul Wood
VP, Walmart & Sam’s Club Team
Consumer Electronics Division
Samsung Electronics America, Inc.

“We like to think of ourselves to be a blue-chip company and like to work with companies that are the same in that regard. And I think the results indicate we have made the right move. We feel good about it and happy that we have had our 10-year anniversary with CROSSMARK.”

Scott Haws
Vice President, Sales - Land O’Lakes

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Excel the bull was born on the CROSSMARK campus in Plano, Texas on Christmas Day 2006, and was later named as the corporate mascot by CROSSMARK employees.

This longhorn bull represents the best of the herd and is a magnificent example of excellence, strength and leadership. Images of Excel can be seen in CROSSMARK offices throughout the world, including this extraordinary bronze sculpture created by award-winning sculptor Mick Doellinger.

Also, Excel bronze miniatures have been created as highly coveted, annual awards bestowed upon leaders at CROSSMARK who have demonstrated outstanding leadership. Highlighted below is John Owen, EVP-Walmart and Sam’s Club Team receiving an Excellence in Leadership award.
remarkable