



With your promotion linked to a major media campaign, timing is everything. Whether educating retail managers, delivering point of sale to stores or setting up the handling mechanism for product sampling, it has to work together.

PROMOTING WITH PASSION, WHILE HANDLING WITH CARE



The Kellogg's 'Drop-a-Jean' size promotion for the Special K brand was due to launch after Christmas; store managers had to be on board. Information kits were sent to 6,000 stores with briefing notes, a disposable camera and product samples. Production delays could have affected the synergy of the campaign but Fairway made up the time in the collating and dispatching process.

A Dolmio promotion for its pasta sauces was designed to generate response by mail and telephone. Dedicated phone lines were set up for Fairway's customer service team to process incoming calls and organise the dispatch of thousands of Dolmio aprons and recipe books.

Fairway works with some of the most popular brands in food and pet care. From Coca-Cola to Colemans, and from Kellogg's to Kraft, we understand the importance of relationships. Whether it is point of sale for merchandisers, samples for store managers or special offers for consumers, we look after your customers as carefully as we look after our own.

