

# TARGETED TOOL = School and Team Sales

## CHALLENGE ///

A large team dealer specializing in outfitting schools and teams around the country requested a tool that would allow them to quickly showcase specific colors for sports teams and fans. a variety of products in the popular colors worn by today's athletes, students, fans and parents. Additionally, they wanted an easy way to stand out with more compelling online team stores that offered a depth of products in primary and supporting team colors.

## SOLUTION ///

The resulting *School and Team Color Guide* features the most popular team colors in coordinating apparel and accessories. It met the goal of delivering a comprehensive resource for customers who sell to schools, teams, fans and more.

Arranged by color, the *School and Team Color Guide* features an assortment of athletically inspired tees, sweatshirts, activewear and accessories from Sport-Tek and other brands. It's an easy-to-use tool for customers to highlight product in the only colors that matters – their clients' colors.

The *School and Team Color Guide* is supplemented with an end-user friendly online resource that provides even more color options and styles. The result is a full-service campaign designed to target the largest market in the U.S. for logo'd apparel.

## RESULTS ///

Customers have shared that the *School and Team Color Guide* has "changed the way they do their business." SanMar sales in Sport-Tek have grown more than 15% in the past two years. The *Guide* was so well received that SanMar reprinted it three times and added it to the custom imprinted catalog cover program.

Customers have also shared their experiences using the resource, providing nothing but positive feedback. In fact, during a recent customer visit a SanMar territory manager (TM) overheard their main contact on the phone discussing long sleeve performance tee options in gold. The TM walked over, opened the *School and Team Color Guide* to the "Team Gold" page and highlighted the Sport-Tek Long Sleeve PosiCharge Competitor Tee (ST350LS). While this was a huge win, even better was the ability to quickly send over a web link showcasing all options in gold.

## NEXT STEPS ///

Schools, teams, fans, parents and booster clubs continue to be a huge market in the promotional products industry. For 2016 SanMar launched the second version of the *School and Team Color Guide* with additional colors and shareable websites.

