

CROSSMARK®

Portfolio: **09**
CASE# **1-10**

LETTER FROM THE PRESIDENT	4
10 SOLUTIONS FROM THE MARKET TO THE CONSUMER	6
THE FUTURE OF THE BUSINESS	28
BUSINESS DEVELOPMENT TEAM	36
THE RIGHT COVERAGE	38
THE DILIGENT FOUR	40

the task

CROSSMARK IS ONE OF THE LARGEST PROVIDERS OF BUSINESS SERVICES TO MANUFACTURERS AND RETAILERS IN THE CONSUMER GOODS INDUSTRY. WE ARE RECOGNIZED FOR EXCELLENT CUSTOMER SERVICE, FOR USING TECHNOLOGY TO BENEFIT CLIENTS, FOR CUSTOMIZED CLIENT SOLUTIONS, AND FOR UNPARALLELED EXECUTION. OUR CLIENTS HAVE SOME OF THE MOST FAMOUS BRAND NAMES IN THE WORLD. THOSE CLIENTS ARE BEING SERVED BY THOUSANDS OF CROSSMARK ASSOCIATES THROUGHOUT THE U.S., CANADA, NEW ZEALAND AND AUSTRALIA.

CROSSMARK®



We will demonstrate an openness to creativity

and innovation in serving our customers.

We see
CROSSMARK
as a professional
services company
that helps
consumer goods
manufacturers and retailers reach
their performance objectives. We do
this by excelling in four key areas ñ
headquarter selling, retail merchandising,
store level marketing, and streamlining
trade practices. ¶ In business for more
than 100 years, CROSSMARK employs
more than 20,000 associates worldwide
in offices in the U.S., Canada, Mexico,
Australia and New Zealand.
Headquartered in Plano, Texas,
CROSSMARK is a privately owned
corporation. ¶ Our mission is to be
the best business services company
within the consumer goods
industry, delivering
customized client solutions
and unparalleled execution.
CROSSMARK is dedicated
to building and maintaining
long-term partnerships with
our clients, customers and
associates by providing
an exceptional level of
service delivered with
great passion, integrity,
innovation and consistency.
Our mission is to be the best
business services company within
the consumer goods industry.



365 days

4,000 market

to consumer actions

moving your brand forward

CROSSMARK empowers brands. We provide the solutions that excite your customers and energize them to respond.

In the next few pages, you'll see some amazing numbers. But more importantly you'll also see how those numbers represent the solution for a wide range of marketing needs. Needs like yours.



1
month

instant redeemable coupons:
109,281

THE TASK: Novartis wanted to find a way to accelerate their Triaminic SKU conversions at retail while at the same time increasing sales and earning a profit.

SOLUTION: To do this CROSSMARK mobilized its retail force to rotate the old skus to the front of the shelves and to place Instant Redeemable Coupons (IRCis) on both the old and new Triaminic products. We then utilized our Nielsen store specific data to quantify the impact of the retail work. The result was a significant decrease in unit sales on the old product, suggesting an accelerated rate of inventory depletion, and a sales unit increase in the new product from .68 to up to 4.31 -- the total unit sales per week were 6.9, nearly 1.5x the expected movement. Overall, CROSSMARK completed this project in over 5,337 stores nationwide and placed over 109,281 IRCis in exactly one month.

note: This shows CROSSMARK's ability to accelerate the sell through of old UPCis while ramping up the sales of a new UPC by using our CROSSMARK retail team.

stores nationwide:
1,187

THE TASK: Kimberly-Clark wanted to maximize brand representation in one of the world's largest retailers – Target.

SOLUTION: CROSSMARK leveraged their Kimberly-Clark dedicated team to spin off a Target specific team.

The Kimberly-Clark Target Dedicated Team covered 1,187 stores nationwide and achieved exceptional results. Display level support saw a 12.5% increase. High praise was received from the Corporate Target Team and District Team Leaders for the hard work and impressive results.

note

Kimberly-Clark and The Dedicated Target Team were able to achieve these results with a focus on growing market share across categories, capitalizing on incremental sales opportunities at store level, and gaining retailer support to drive promotional sell-through and compliance.





5,692 stores

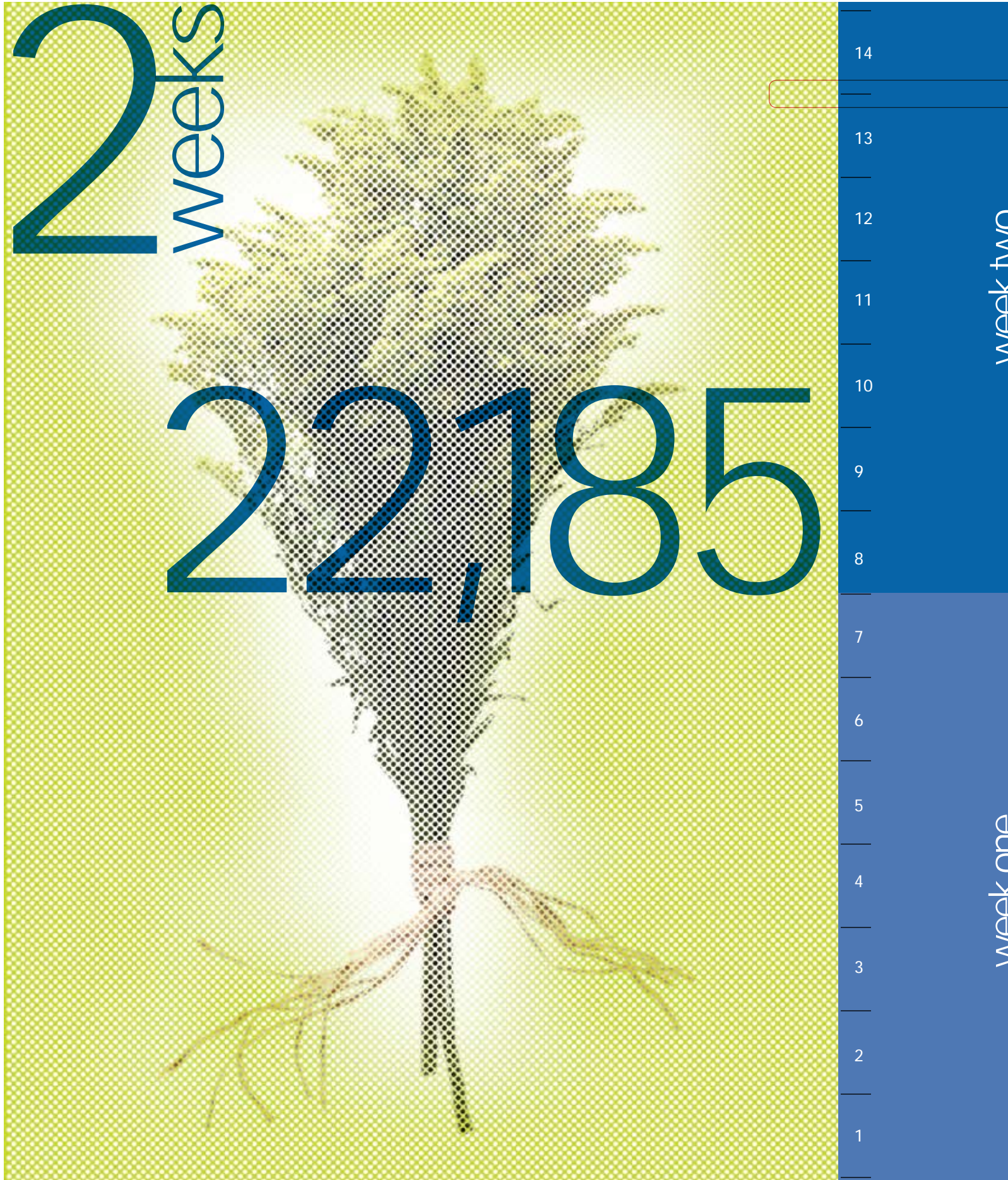
3 weeks
sweet success

THE TASK: Jelly Belly needed a distribution check in the big three retail pharmacy stores – CVS, Walgreens and Rite Aid – a total of 5,692 stores total. And they needed this assessment complete in only 3 weeks.

SOLUTION: CROSSMARK's first step towards success was to verify and survey distributed SKUs to ensure shelved items were tagged and checked for current date stock rotation.

To ensure the highest execution quality, CROSSMARK's Client Services Manager created questions that pertained to each specific retailer, which the Retail Reps were required to answer.

note: The report was simplified from three into one. Due to CROSSMARK's effective use of reporting and surveys, the project was executed at 99.4% and provide Jelly Belly a single report which encompassed all three retailers, allowing them to filter to the desired retailer.



perspective

EACH DOT IN THE IMAGE AT LEFT REPRESENTS A STORE LOCATION. 300 PEOPLE WORKED ON 15 PROJECTS IN EACH LOCATION OVER 14 DAYS.

THE TASK: When Johnson and Johnson decided to move its top selling allergy medication, Zyrtec, from the pharmacy to the front of the store CROSSMARK provided the services to help the transition.

SOLUTION: The goal was to launch the Zyrtec line as fast as possible while maximizing sales. The plan was to execute 15 projects covering 22,185 stores within two weeks. The CROSSMARK Retail Team exceeded Johnson and Johnson's expectations when they completed all 15 projects in 21,113 stores -- a completion rate of 95.17%.

plus: The CROSSMARK Retail Team also worked on various Kmart and Winn Dixie projects covering 22,696 stores (out of 23,838 stores) within two weeks. This gave the overall projects a completion rate of 95.21%.



380 stores

3 weeks

THE TASK: Dannon worked with the CROSSMARK Retail Team to call on 400 Food Lion locations which were not being covered by the Dannon Dedicated Team. The goal was to ensure on-shelf distribution of 11 new Dannon yogurt items.

SOLUTION: In three weeks the CROSSMARK Retail Team called on 380 stores and verified 4,125 points of distribution on the new items -- execution was at 98.5%. In addition to the on-shelf distribution project the CROSSMARK Retail Team also cleared out of stocks, placed tags and corrected voids. This impacted another 843 touchpoints -- 90.1% execution.

the future

the future

|

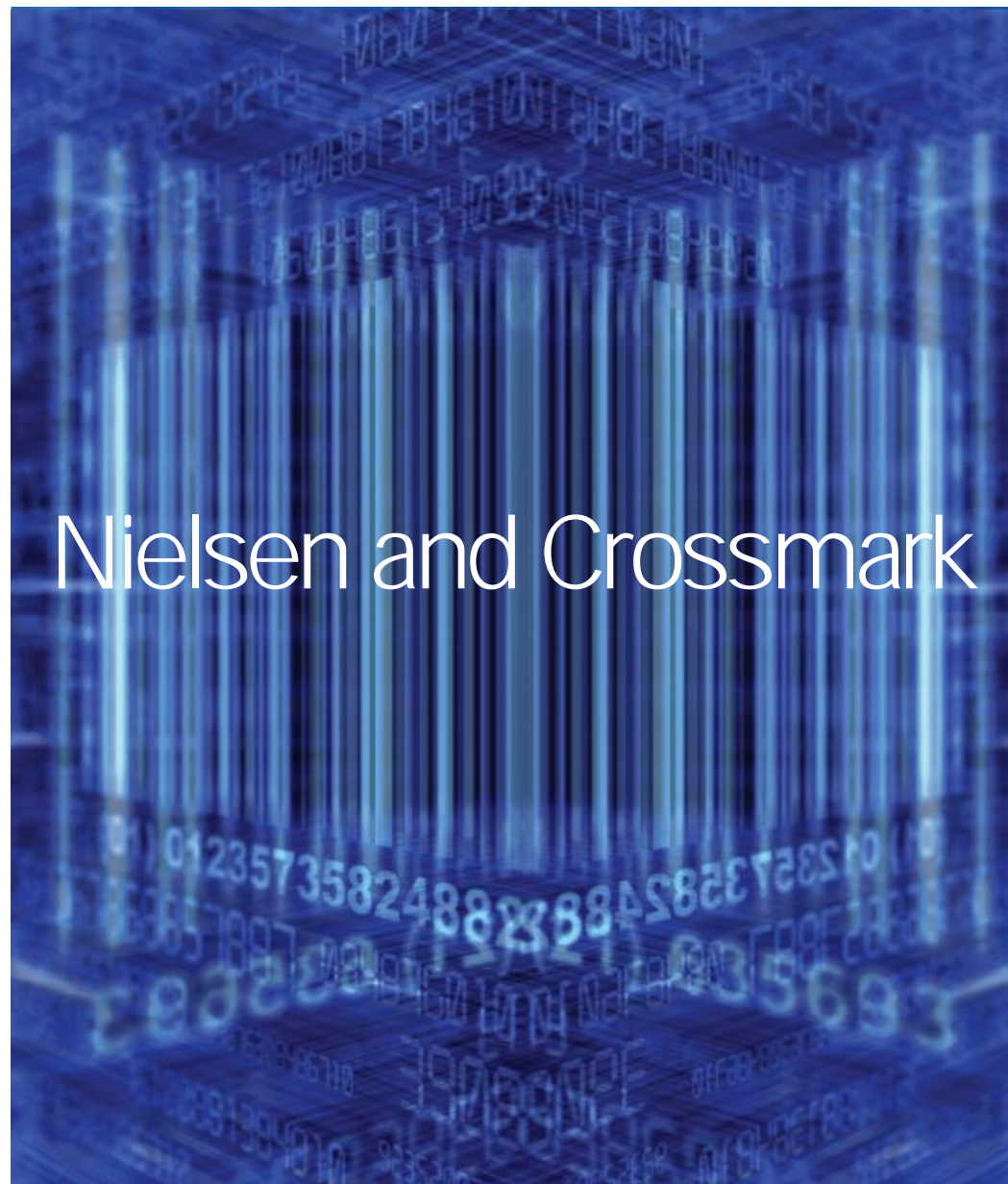


At CROSSMARK we believe that the key to the future of our business stems from the expectations of our clients.

We know that our clients look for something new and fresh; something that differentiates CROSSMARK from our competition.

Whether it is forming an alliance with another company or learning from others on ways to make our company better we are always looking for bigger and better ways to meet our clients needs.

In a recent article, in Smart Business, Joe Crafton, our president, stated that: "The synergy that comes from two companies that are dedicated to helping fulfill each other's core businesses is very powerful."



creating a powerhouse

The Nielsen Company was looking for a way to transform their operations that would integrate and simplify their systems, improve quality, strengthen their market position and create investment funding for future business performance. Following an extensive review of the Data Acquisition function within their North American consumer business, they reached the decision to transfer their data collection activities in North America to CROSSMARK.

This meant that CROSSMARK would not only be taking on new responsibilities, but an additional 2,000 associates. This transition needed to happen within 60 days in order for the new CROSSMARK Data Collection team to take off as scheduled. The results were astounding:

95%	CROSSMARK transitioned 95% of Nielsen management.
93%	CROSSMARK transitioned 93% of Nielsen data collection associates.
92%	Overall CROSSMARK transitioned 92% of the 2,000 Nielsen associates.



improving the historical business model

In 2008 Walmart chose CROSSMARK, as one of two companies, to assist in the extensive redesign of their in-store shopper events program (product demonstrations).

This program gives CROSSMARK an opportunity to significantly improve the in-store experience for Walmart customers and improve the historical business model.

CROSSMARK will perform shopper events in half the Walmart Supercenters in the US. Plans call for CROSSMARK to take responsibility for 500 stores in late January with an additional 500 stores added in early March.