

**MARKET**

**CONNECT**

**GROUP**

**MCG - MARKET CONNECT GROUP**

REPLENISH, SPECIALIZE

& DEMONSTRATE



## MCG - MARKET CONNECT GROUP

- THE MCG NATIONWIDE NETWORK OF 2,500 IN-STORE MERCHANDISING PROFESSIONALS WILL OPTIMIZE YOUR POINT-OF-SALE PRESENTATION
- GREATER THAN 2 MILLION HOURS OF IN-STORE SERVICE WITH AMERICA'S LEADING RETAILERS
- MCG LEVERAGES THE LATEST TECHNOLOGY TO DELIVER 24/7 SCHEDULING AND REPORTING
- PROJECT MANAGEMENT IS CUSTOMIZED TO YOUR NEEDS

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*"Our business was challenged, ONLY in the doors that MCG serviced did we post a sales increase last year, in fact we were up 11% in these stores, a 19% increase in sell-thru attributable directly to the in-store merchandising provided by MCG. This is not a cost to cut when business is tough...it's a mandatory investment in order to succeed." - SG Footwear*

# MARKET CONNECT GROUP



## IN-STORE MERCHANDISING PROGRAM

- Our relationships secure prime real estate for your products
- Replenish and display your merchandise when and where it is needed
- Execute floor resets, repackaging and product returns
- Set up, assemble and maintain your plan-o-grams and fixtures

*"Our company has not 1 but 2 in-house merchandising teams. However, the level of service and attention that we receive from MCG is so good that we will convert entirely to MCG. MCG is thorough and responsive, their website is first rate, and the people are among the best I have had the pleasure of working with after 19 years in the business." - Timex / Callanen Int.*

## BRAND AMBASSADOR PROGRAM

- Our market specialists work exclusively for you as an extension of your sales team, establishing and maintaining recognition for your brand and products
- Increase awareness of your products using our creative selling techniques
- Custom market intelligence reports and images sent weekly
- Train retailer store associates and managers regarding your products and promotions

*"MCG provides a Brand Ambassador Specialist program for us... The Keurig Demonstration and Market Specialist programs are the best in our industry. We get compliments from retailers on the success of our demonstrations and on the quality of the people we send into the stores... The reps we have in the market are all enthusiastic and dedicated to keeping Keurig front of mind at all retailers." - Keurig*

REPLENISH & SPECIALIZE



## DEMONSTRATE

- DEMONSTRATE YOUR PRODUCTS FACE-TO-FACE WITH CONSUMERS AND RETAILERS
- DEDICATED SELLERS FOR YOUR PRODUCTS ON THE RETAIL SALES FLOOR
- BRIDAL EVENT MANAGEMENT AND PRESENTATION
- EXECUTE IN-STORE PROMOTIONAL EVENTS

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## PRODUCT CLASSIFICATIONS

- Men's apparel
- Women's apparel
- Children's apparel
- Fashion and lifestyle accessories
- Footwear
- Jewelry
- Intimates
- Small electrics
- Luggage
- Table top
- Bed and bath accessories

DEMONSTRATE



## RETAILERS

- BED BATH & BEYOND
- BELK
- BLOOMINGDALE'S
- BJ'S WHOLESALE CLUB INC.
- BON TON
- BOSCOV'S
- JC PENNEY
- KOHL'S
- LORD AND TAYLOR
- MACYS
- MERVYN'S
- NORDSTROM
- SEARS
- STAGE STORES

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## BRAND CLIENTS

- BEN SHERMAN
- BETSEY JOHNSON
- COLUMBIA SPORTSWEAR
- DIANE VON FURSTENBERG
- DOCKERS
- ESCADA
- GIVENCHY
- KENNETH COLE
- KEURIG
- LEVI'S
- NAUTICA
- OSCAR DE LA RENTA
- TIMEX
- TOMMY HILFGER
- VERA WANG
- ZEGNA

# RETAILERS & BRAND CLIENTS



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MCG is a member of NARMS. The National Association for Retail Marketing Services (NARMS) representing the merchandising & marketing sales of the service industry on an international basis.

**CONTACTS**

