

Public Relations

Philadelphia ■ Pittsburgh

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Jack Horner Communications Inc.
Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products

Case Study: Prescient Beeline Products

The Challenge

Prescient, a leading IT provider of supply chain and advanced commerce solutions, wanted to grab the attention of its two buying audiences: retailers and suppliers. Both are particularly challenged these days to maintain viable business while preserving a seemingly impossible condition—the loyalty of shoppers.

Prescient's expert teams help their clients by uniquely positioning the consumer at the center of the retail transaction, using scan-sales data to improve accuracy for retailer-supplier collaboration. Prescient needed a creative PR platform to turn up the volume on this dialogue.

Leveraging Prescient's vast grocery and mass merchandiser experience, JHC recommended researching, developing, branding and launching a proprietary grocery category. The goal of our "new category" PR campaign was to creatively identify essential items that grocers must properly stock to keep busy consumers from buzzing to the competition.



The Solution

JHC and Prescient collaborated to develop and implement a national consumer study, commissioned through a third-party research house. The questionnaire sought to determine and document extreme-demand products that consumers immediately shop to replace.

At the Prescient Annual Client Exchange (PACE), attended by more than 150 supply chain and retailer luminaries, Prescient President and CEO Jane Hoffer debuted our new category brand, Beeline Products — items consumers rush to replenish the moment they run out.

Some startling related findings about what happens when consumers find the shelves bare—they go somewhere else next time—also made for compelling trade headlines.

To rave reviews, the new Prescient Beeline Products logo, designed by the JHC graphic design team, was unveiled as a companion to the corporate brand.

In addition, a new Prescient Beeline Products press kit was packaged in — what else? — a grocery bag and distributed to key consumer and trade media contacts. The kit was filled with outcomes from the consumer study, including printer-ready graphics and a new Prescient corporate brochure, also produced by JHC.




BEELINE PRODUCTS™

The Results

- Re-enforced Prescient as an industry thought leader
- Developed an ownable/trackable new grocery category
- Created fresh content for keynote address at PACE conference
- Generated national, regional and trade media coverage, including *Chain Store Age*
- Coverage highlights included immediate online pick up of our national wire release including:

Forbes
The Economist
WPVI-TV (ABC/Philadelphia)
Dallas Morning News
Philadelphia Inquirer & Daily News
StoreNext
Dairy Herd Management
...and more



"Jack Horner Communications' creativity and strategic counsel is taking our public relations and marketing to new heights. The dynamic collaboration between the agency and our internal resources is generating new and exciting results for Prescient."

Jane Hoffer
President & CEO
Prescient

