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**Adcomm Group** is an award-winning, business marketing agency that specializes in retail and packaged goods. Named one of the TOP 150 B-to-B Agencies by B-to-B Magazine and a certified WBE through WBENC, Adcomm works with VP's and Directors of Trade Development, Channel VP's, Brand Managers and Sales Planners to reach retail trade buyers and decision makers in all classes of trade. Knowledgeable about category management, speed-to-shelf, shelf sets/planograms, and secondary displays, Adcomm Group has a strong understanding of each channel of distribution, key accounts, account marketing programs, channel and category trends.

## What Trade Communications Can Do for You

- Drive sales of new products and services with buyers
- Introduce new flavors/varieties/packages
- Educate buyers on your position in the category and share success stories
- Convey new merchandising ideas and seasonal offerings
- Communicate your points of difference
- Open new markets/new channels of distribution
- Demonstrate your dedication to the industry and your proactive approach
- Provide constant and consistent communication
- Become and/or remain category leader
- Increase your percent share in the category
- Target key accounts



## Primary Capabilities

- Trade Advertising & PR (Print & Online)
- Print Ads, Banner Ads, Advertorials, Splash Pages, E-blasts
- Trade Media Planning and Buying (Domestic & International)
- Annual Plan/Schedule, Media Analysis, Competitive Ad/PR Tracking
- Trade Show Graphics
- Collateral Materials (Brochures, Sell Sheets, Direct Mail)
- Logos and Sales Theme Development
- POS (Point of Sale Materials)
- Promotions (National and Account Specific)



For over 20 years we have worked with more than 80 trade publications across all channels of distribution. Personal relationships with key publishers and editors provide the best trade programs and solid media recommendations. Experienced, knowledgeable, media buying becomes your advantage with better placement, higher visibility, increased frequency and competitive, negotiated rates.



## Benefits of Trade Advertising

- **Targeted**- Approx. 89% of trade publication readers are directly involved in purchasing decisions.<sup>1</sup>
- **Reach Multiple Buying Levels**- Buyers, Merchandise Managers, VP's, Presidents
- **Low Cost Per Contact With High Impact**- Industry average is 24 cents per contact. Adcomm's media purchasing average is between 8-13 cents per contact!
- **Consistency In Communication**
- **Controlled Message Content, Timing and Frequency**
- **Demonstrates Leadership/Commitment In Industry/Retail Channels**
- **Awareness**- Advertised products increase buyer awareness by 250% over those that weren't advertised.<sup>2</sup>
- **Sales Support**- Pre and Post Sales Effort

### Retailing Executives Use Trade Magazines and E-Newsletters to Keep up with Industry & Trends



**71%** Of Retail Decision-Makers Say Advertising In Retail Trade Publications Has Caused Them To Purchase Products For Their Chain Or Stores.<sup>3</sup>

#### FOR MORE INFORMATION CONTACT:

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