

An immediate delivery of a **leading-edge** Fulfilment service

Brown Forman transferred their entire stockholding of all point of Sale Material to PMA NSW Distribution centre immediately prior to their major campaign for 2014. Although there was only a short lead time to have all product set up within our database and made available on a custom web ordering interface PMA made the move happen quickly and effectively. This allowed for uninterrupted access to marketing collateral for their sales and marketing teams.

The major activity for the year was an in-store promotion for a custom Jack Daniels Guitar and amp pack. Due to the long lead time for such a campaign there was no allowance for any movement in timing for this activity. In total 1,126 stores received a consignment for this campaign, each consisting of a guitar pack and point of sale kit. Each kit was numbered individually and PMA Fulfillment staff had to ensure the accurate tracking of each numbered kit to a specific store. This data was then combined with despatch details hot linked to carrier websites for easy delivery tracking.



Brown-Forman
is one of the largest American-owned spirits and wine companies and sells its brands in more than 160 countries.

technical aspects of the campaign there was a physical element totalling over 200 pallets in and out within a matter of days. All of this was completed within the first three weeks of the relationship between Brown Forman and PMA. By utilising the skill and experience of PMA Global Warehouse and Fulfillment Staff our Account Managers were able to coordinate the activity with Brown Forman Staff and agencies and ensure the success of this vital campaign.

The campaign included receipt of multiple deliveries of containers and semi-trailers so apart from the

