

## Bringing wholesalers and suppliers together

Better Wholesaling Insight's Working Together projects are engaging, multi-platform solutions that will help you grow your sales in the wholesale channel.

### THE BENEFITS

Incorporating video, print and social media, a Working Together project will:

- Support the launch of your latest NPD in the wholesale channel, and get it on a store shelves across the UK
- Allow you to share your category with advice with Better Wholesaling Insight's audience of wholesale decision-makers
- Enable you to build and develop key relationships with wholesalers in the depot environment

### THE DETAIL

**Step 1** We work with you to understand your campaign objectives.

**Step 2** One of our B2B journalists will host a morning or afternoon at a wholesale depot where they will capture advice and insight from your brand representatives, a depot spokesperson and readers (if applicable).

**Step 3** The above will be published as a double-page spread in Better Wholesaling Insight, as well as via a branded video that will be shared across B2B's digital and social platforms.

**Step 4** We will promote your project to our audience of wholesalers, to improve awareness and engagement with your products and advice.



#### THE SMALL PRINT

Total package cost:

**£7,199**

Lead time minimum six weeks

