

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 c-store shelves across the UK
- ✔ Allow you to share your category-wide 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 BWI 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 retailers (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 BWI'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

