MERGE™

Capture. Clarify. Connect.
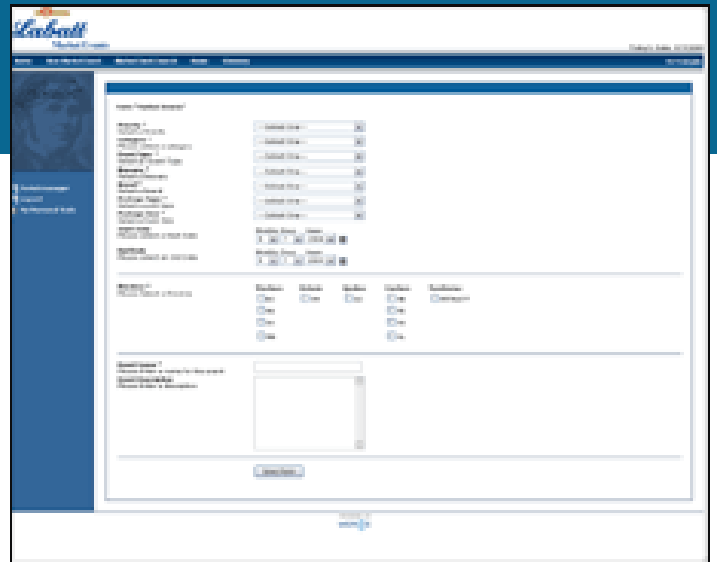
Labatt

THE SITUATION

Labatt – one of Canada's leading brewing companies with 8 breweries and over 3,800 employees nation-wide– required a system which marketing staff could record and track internal and competitive marketing information with accurate report generation. As a member of Interbrew, Labatt Canada is involved with the marketing of over 60 brands across Canada, including their own brands.

THE SOLUTION

Labatt looked to MERGE to leveraged its platform to deploy a customized marketing events system for internal marketing staff.

The system was designed to act as a web based national repository of marketing information segmented by sku and region for the forecasting and archiving industry-related marketing trends.

MERGE also developed powerful real-time reporting tools that generate detailed visual and descriptive reports on internal and competitive market events. The reports can be rendered on the web or exported to Excel or PDFs for ease of distribution.

THE BENEFITS

Since the delivery of the MERGE Marketing Events solution, Labatt has been able to manage its marketing information much more effectively. In addition to standardizing the way Labatt marketing data is gathered nationwide, the solution has provided Labatt employees with a centralized marketing information library. The solution has also reduced Labatt's dependency on paper-based processes by making its marketing information available to employees in a secure online environment.

MERGE |

Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:
1.866.988.9011 (USA & Canada)

Or visit our Website at:
www.merge-solutions.com

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