



Introduction

As an established client of ours, we have provided Fujifilm with a large amount of support over the years as well as providing them with a full-time promoter team.

The Brief

Impact, intelligence and incremental sales – in short was our clients request for the launch of their new camera.

FUJIFILM release their top of the range products bi-yearly and when they do they demand big things – at infinite Field Marketing we don't like to disappoint.

The Action:

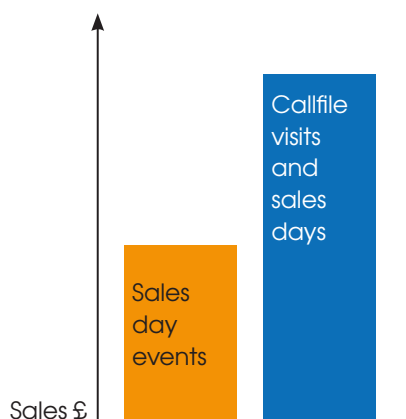
Taking a strategic stance, infinite split the teams resources in two directions;

1. Training within the independent channel and camera specialist stores.

Knowing that knowledge is power the team equipped sales colleagues to be able to confidently handle the toughest questions from camera enthusiasts – no detail escaped our training roll-out and no demonstration was too small to showcase.

2. Reinforcing high footfall stores with sales support.

With key insight, infinite identified stores that would benefit from a sales force, the team then set out to utilise the existing relationships they have to enhance the day, gain additional presence and create the drama for the shop floor that a product launch deserves.



The Result

180% ROI from the sales of cameras, lenses and accessories in the pre-order period of 8th July to 8th September this 2016.

35% sold at sales day events.

65% sold at normal callfile visits and sales days.

RESULT!!