



Merchandise Fulfillment Case Study

Swampbusters

Application: Event Support

Client: Citadel Broadcasting, WIVK, one of the nations largest and most well respected country music stations.

Challenge: A self funded event with only one week to optimize sales and daily product turn around based on needs.

Goals:

- Design a T-shirt that creates buzz for the Florida versus Tennessee football game
- Deliver against daily product delivery requests
- Help WIVK raise money for local charities

Solution: Threds art staff created a great design called “Swampbusters”. We coordinated production needs and services to meet demand and get shirts to WIVK remotes on time. Threds minimized costs to optimize WIVK profit to pass along as a donation to local charities.

Results:

Worked in concert with WIVK to:

- Generate huge hype at all of their remotes.
- Place over 13,000 WIVK branded shirts with the “Swampbusters” design into the market place at no expense to WIVK.
- Donate over \$20,000 to local charities.