

How DataSource Creative Services

Delivered More Local Impact for ProSource



Established in 1991, ProSource is a home improvement product wholesaler catering to builders, remodelers, contractors, architects, interior designers, real estate professionals, rehabbers and installers. ProSource features over 145 independently owned and operated franchised showrooms across the U.S. and Canada that cater to the unique needs of the trade professionals in their area. ProSource prides itself on its attentiveness to customer needs as well as its ability to pass along low, wholesale prices, thanks to their nationwide buying power and low cost operating model.

Highlights

- Fast Adoption of Brand Understanding—Onboarded, engaged and delivered brand compliant creative concepts within two weeks of engagement.
- Seamless Integration for On-Time Delivery...DataSource creative services and production teams partnered with ProSource marketing and their agency to form a cohesive team and hit tight timelines.
- Scalable Support—The right amount of account service, creative and studio support to implement a proactive inventive solution for complex communication tactics and timelines; setting the stage for proactive and strategic creative development for future campaigns.

The Challenge

The ProSource corporate team was looking for an agency partner that could meet their growing marketing communications needs. They wanted an agency that would be able to work with the corporate marketing department and other agency entities to develop and execute campaigns across several media touch points. Because of the nature of the ProSource business, the agency needed to be relatively flexible with timelines and able to deliver the appropriate level of interaction to manage both creative development and execution across simultaneous projects. In addition, the new partner needed to be able to do all of this while bringing fresh perspective and creative design to the mix.

The DataSource Creative Services Solution

Before DataSource Creative Services began to design any communications or write messaging, the team strategized to better understand the obstacles facing ProSource and to ensure the delivery of targeted promotional materials. DataSource then developed a customized solution to meet the needs of the ProSource marketing team. The goal was to work with the ProSource team to develop an approach that delivered effective creative through an efficient process.

DataSource Creative Services stepped in and made an immediate impact by working on current promotional calendar communications. In addition, DataSource evaluated current direct mail campaigns and designed a new look for a series of monthly and seasonal direct mail promotions. The Creative Services team quickly got up to speed with overall initiatives, allowing DataSource to add value in other areas, such as the new myProSource.com website launch, creating and introducing the sales and communications materials to both ProSource franchisees and trade professional members.



“DataSource is the right partner for ProSource for many reasons. From the start, we knew we needed a partner that understood production efficiencies and marketing effectiveness. And that partner had to be flexible, fast and help us meet production deadlines. DataSource has provided that partnership for us.”
ProSource Vice President of Marketing, Kavita McCarthy

Results

ProSource was provided with a scalable, flexible, full-service, award-winning creative team that is able to develop campaigns across multiple channels, from design through production. ProSource has benefited from the DataSource Creative Services team’s ability to think fast, respond to communication needs and set a process for delivering materials. This proactive approach to communication set the stage for flawless execution of campaigns and a more effective strategic planning process for future campaigns.

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DataSource Can Help

DataSource provides scalable creative services that flex to match your evolving business needs. From conceptualizing the original creative through the execution and production rounds, you can rely on our creative team to put forth original ideas that will propel your brand, nationally and locally. Brand control. Value. Reduced time. With DataSource you’ll receive creative services without the headache.

Let DataSource Help With:

- Creative Strategy
- Concept Development
- Creative Development
- Digital Design
- Print Design
- POP/POS Design
- Hard Goods Design
- Pre-production Preparations
- Retouching, Digital Creation Services
- Template Design for Brand Management Platform



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Call 1.877.846.9120 to learn more about DataSource Creative Services Solutions.