

Deluxe leads merchandising effort affecting 11,000 retail locations for MetroPCS rebrand

Experience and reliance on time-tested work-flow processes made success a given

Business Challenges

On September 24, 2018, T-Mobile announced that it would re-launch its MetroPCS brand as Metro by T-Mobile. The move was made, in part, to place a larger emphasis on its use of T-Mobile's network. The re-launch introduced new unlimited plans offering bundled features such as Amazon Prime subscriptions and Google One storage. That meant extensive merchandising support was needed for retail locations across the country.

Deluxe Answers

Having a seventeen-year relationship between MetroPCS and USFI in Dallas (now Deluxe Branded Marketing) allowed for fast planning, design, production, and delivery of materials to 11,000 Metro by T-Mobile locations.

This relationship was helpful in two ways:

- 1) Deluxe had an intimate understanding of the MetroPCS business and its retail environment – something Deluxe strives for with every client served on every project.
- 2) Established personal working relationships and work processes made fast, efficient, and clear communications possible in an environment of higher-than-typical work volume and quicker-than-normal timelines.



Program Overview

- By September 19th, final art was approved for 43 SKUs that included banners, posters, window clings, counter cards and other materials
- Materials arrived for kitting at the Deluxe distribution center on September 29th

Results

By October 3rd, 21,000 merchandising kits were shipped to 11,000 retail locations meeting what was a very aggressive launch schedule and re-brand.



Deluxe specializes in integrated communications programs that blend strategy, creative development, print production, promotion, merchandising, and more. Contact us today learn what we can do for you.