



CLIENT: NEEBO / PROJECT: COLLATERAL MATERIALS

DELIVERING CUSTOMIZED COLLATERAL ACROSS THE COUNTRY.

MARKETING COMMUNICATIONS

PRINT EXECUTION

Our Challenge

Neebo needed to roll out end-of-term collateral materials to 207 college bookstores across the country within a one-month timeframe. Each store had different requirements, which resulted in 207 unique kits. These kits included 15 different types of collateral with 51 customized variations that needed to be written, designed, printed, fulfilled and distributed before “buyback season.”

Neebo required a high-volume print solution with precision accuracy on a tight timeline.

Our Solution

Utilizing our in-house creative, print execution and quality assurance teams, we developed a strategy to control all aspects of the project from concept to product delivery.

First, a weekly status call was established to give updates throughout the life of the project. This cleared up any timeline questions, gave instant feedback on creative direction and solidified quantities, saving time, money and efforts for both agency and client.

Next, GO2’s creative team collaborated with Neebo’s internal marketing team to leverage existing creative ideas and expand upon previous works to create a new look, stronger messaging and better incentives to grab students’ attention and drive buybacks to Neebo-powered bookstores.

Finally, after everything was approved, our print execution team ensured that all items — including custom ones — were printed, shipped and distributed to the proper locations on time and within budget.

Our Results

When Neebo turned to GO2 for their nationwide end-of-term buyback campaign, we delivered in a big way — shipping 157,230 pieces to 207 stores in less than four weeks, all with exceptional speed and accuracy.