



MulberryMC *Making business to business personal*

## GALLERIA

# U.S. launch and awareness building



### Challenge

Galleria, a UK-based provider of retailer and vendor category optimization solutions, had little to no brand recognition outside of Europe and needed to establish itself as a leader within North America as part of its international expansion.

### Strategy

Established key messages for various NA target audiences.

Introduced Galleria to key industry influencers through a New York/Boston media and analyst tour.

Leveraged well known European retailer case studies to quickly establish credibility within the U.S.

Established awareness and positioned Galleria as an industry leader through: Consistent media coverage within U.S. trade media, thought leadership positioning, white paper development and promotion, face-to-face meetings with key industry journalists and analysts at industry events, bi-annual briefing schedule with key industry analysts and case study program.

### Results

Achieved 4x ROI in media coverage (measured by Ad Value Equivalency) over 12-month program.

Secured monthly coverage in top U.S. retail media outlets and key analyst reports.

Won three of the top 20 U.S. grocery retailers as customers in first 24 months in the U.S.