

Promotion

Impact buyer behavior at the point-of-decision.

LSC

Planned to be Direct & Effective.

In today's cluttered, competitive world, it's harder than ever to influence consumers to purchase and persuade the trade to carry your products. With a proven track record in below-the-line activities, Linear SC will help you close the sale.



SERVICES

- Brand name
- Brand mark
- Market research
- Strategic planning
- Trade development
- Sales programs
- Design, copywriting & production
- Web development

KEY BENEFITS

- Maximized promotional spending
- Brand equity building
- Sales generation in new markets
- Effective media mix
- Activities that promote display
- Targeted consumer segments
- Increased product awareness & trial
- Improved consistency
- Aligned business units
- Educate & demonstrate to stakeholders

A Defined Plan.

Linear SC provides the visibility you need to surround shoppers, in-store, in-home or out-of-home. Our below-the-line expertise maximizes the success of new products & builds market share for well-established brands.



BERINGER
NAPA VALLEY



Captain Morgan's



Cuervo



CRYSTAL GEYSER

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