

BRANDVERGE ACCELERATES A ONE-OF-A-KIND PARTNERSHIP FOR EARTHBOUND

CHALLENGE

Earthbound, a leading product design, licensing, and brand growth company, was tasked with launching a custom Earth Day campaign that would grow brand value for Bed Bath & Beyond's organic brand, Under the Canopy. The challenge was identifying a specific media partner and program that was ideal for Bed Bath & Beyond's audience and Under the Canopy's core mission, sustainable living.

INSIGHT

Finding the ideal premium advertising partner is a time consuming and expensive marketing endeavor. More than ever, it's critical for brands to align with partners and content that best match their audience's values. With the sheer number of partnership opportunities to sort through, BrandVerge's centralized marketplace and workflow tools streamline the entire RFP process.



HER CAMPUSSM



earthbound

SOLUTION

BrandVerge is unlocking new levels of efficiency for Earthbound. The proposals it receives are now much more specific, and their timeline for planning and negotiating partnerships is significantly shorter, giving them more time to elevate the creativity and customization of a campaign.



“ It can take two months to run through a standard RFP process and find the right media partner. With BrandVerge, it takes only three weeks for discovery and evaluation, including reaching out and getting a plan back. Now, if we are interested in a media plan, it takes just a couple of days to sort through the details. In total, we've cut down 60 percent of the time needed for the entire process. ”

- Ryane Montañez, Marketing Director at Earthbound

BRANDVERGE

CASE STUDY | 2019

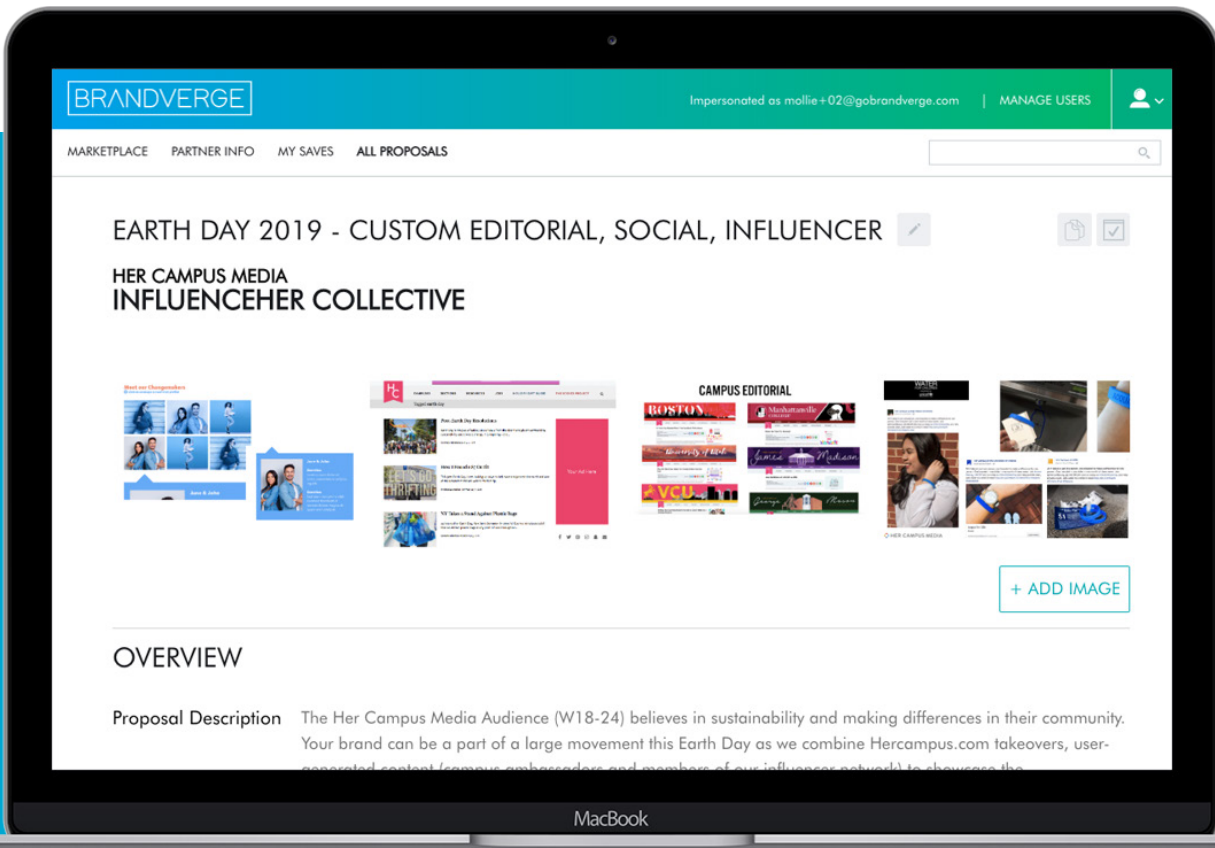
RESULTS

BrandVerge's discovery platform and analytics led Earthbound to Her Campus, the number one online media outlet targeting trailing-millennial and Gen Z female college students for its Earth Day 2019 campaign. Earthbound was able to develop a one-of-a kind partnership in record time. And by significantly shortening their process, Earthbound was able to spend more time on the creative customization of the program launching a Doing the Most content hub on HerCampus.com. The Hub included eco-friendly articles and a custom native

article highlighting 10 college women that were making a difference on their campus through sustainable initiatives.

BrandVerge is changing how Earthbound's planning process now unfolds allowing for more efficiency in discovery, collaboration and creation. The end-result is BrandVerge gives Earthbound time back to develop more creative ideas and recommendations to help generate brand value for their clients.

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