

HOW BRANDVERGE QUALIFIED LEADS FOR BRIT + CO FASTER THAN EVER BEFORE

THE PARTNERS

Brit + Co is a media company that defines themselves as a positive place for women to find creative inspiration. They create content and experiences that inspire women to explore, discover and share their passions. Under The Canopy is a bed and bath company that is committed to the environment. They paved the way for sustainable production and are committed to delivering comfort and value to their customers. These companies had never worked together before, but both were early adopters on the BrandVerge platform.

BRANDVERGE

BrandVerge is the only platform that makes it easy to buy and sell premium media partnerships. The combination marketplace and workflow tool takes marketing professionals from discovery to final program in a few easy steps. Under The Canopy chose to activate on an event program with Brit + Co. Other program options on the BrandVerge platform include custom content, tentpole sponsorships, and other highly engaging opportunities.

BRIT+CO



UNDER THE CANOPY.

THE GOAL

Both organizations use BrandVerge to drive new partnerships and streamline collaboration for custom media integrations. In this case, Under The Canopy was tasked with turning around a new partnership quickly. To do this, they needed a platform to streamline discovery and collaboration with their media partners. "The BrandVerge marketplace empowers me to think outside the box and discover programs I never would have thought up on my own. By providing me with the proper information to make educated decisions on what works best for my brand, the BV platform gives me the tools I need to have the discussion on my terms" (Ryane Montanez - Earthbound Brands). Brit + Co's main goal was to get their offering out in front of new clients and drive incremental sales.

“ The process was very easy. Under the Canopy was not previously familiar with Brit + Co, but since they were using the BrandVerge platform, they came in with a full understanding of our capabilities and opportunities. ”

- Kamelle Wilson-Cornell, Brit + Co

THE SOLUTION

BrandVerge enabled both companies to achieve their goal. The marketplace gave Under The Canopy an opportunity to explore media companies and offerings that were relevant to their marketing objective in a short amount of time, while also allowing Brit + Co to drive proactive awareness amongst clients with whom they had not yet worked. BrandVerge enabled both companies to come together with more knowledge and qualification about each other and the programs offered. **“Typically, it takes publishers several meetings to really understand what’s important for the client. They’ll often go through their entire capabilities deck before they’re able to identify the specific opportunities that make sense for that brand. With BrandVerge, we were able to get straight to the point. BrandVerge helps you cut to the chase”** (Kamelle Wilson-Cornell - Brit + Co)

Connecting through the BrandVerge Marketplace essentially eliminated the need for the media

company to spend time determining what offerings will work best for the clients campaign. For Under the Canopy, this saved time on the upfront planning and ideation process that typically takes 90+ hours. **“Before BrandVerge, when looking for partnerships that we might want to do, I would spend my time Googling to see what was out there. The process took me a month from research to connecting with a partner on a potential program. BrandVerge makes the process much easier since all the information is in one platform. BrandVerge cuts down my research and outreach time by over 2 weeks.”** (Ryane Montanez - Earthbound Brands)

BrandVerge successfully connected two companies that were otherwise unfamiliar with each other, giving them an intuitive platform to easily collaborate and create engaging advertising content while also shortening both the planning and sales cycles.

THE RESULTS



Created new partnership from one quick search and one follow up meeting



Took the sales cycle from 85 days down to just 28 days



Took the average planning cycle down from 18 weeks to just 4 weeks

