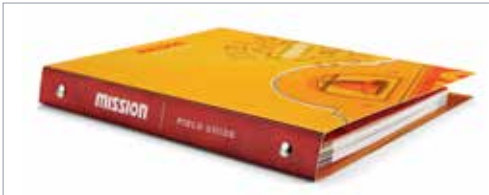




**HARPER HOUSE**  
Your Marketing Partner

## CASE STUDY

We are a Creative Marketing Agency that provides our clients the advantage of integrating multiple services under one roof to streamline the process, speed up the cycle time and increase the quality of their product.



## HELPING TO GET INFORMATION TO THE FIELD WITH A MISSION

### CHALLENGE:

With a new handheld inventory device and software launch ready for market, Mission Foods needed us to manage the development of a user guide for their field reps. Education and training on the hardware and software is problematic as some of the end-users are in remote locations throughout the West and Midwest where they are unable to travel for the necessary training.

In addition, the guide needed to be easily expandable as new material was released and software updates available. With the reps referencing this particular manual daily it would also need to be durable enough to withstand environmental hazards and everyday use. With this quick and easy-to-use manual, training and system updates for pricing and inventory missions were made possible.

### SOLUTION:

- Project Management was critical to the overall workflow to ensure these materials were delivered in conjunction with the hardware and software launch date. Also important was their role in identifying proofing and instructional errors by following the step-by-step process to completing a task with the handheld device.
- Creative services designed a self-contained manual for everyday practical use and kept with the Mission brand look but added twist for differentiation. For the outside cover, we used a clear coat finish to ensure the manual would withstand the day-to-day usage and last through numerous software updates. Tab sections were also created to make sections quickly accessible.
- Using photo composition from our Digital Imaging department we were able to create inventory receipts and tracking vouchers to help illustrate the step-by-step process for managing product.

### RESULTS:

- **Self-Contained Training Materials** - With thousands of stores needing product and inventory replenished this step-by-step “how to” guide helps train those responsible for delivery of Mission foods product. By placing an importance on training, Mission gives the reps a feeling of belonging to the Mission foods family regardless of proximity. It also improves their confidence that all materials provided are accurate.
- **Consistent Brand Image** - Mission foods is a global brand with high visibility in Latino market. It was extremely important to maintain those standards in this particular piece as reps in the field are interacting with store managers and feel comfortable knowing their inventory is handled by a well-respected, brand consistent company.
- **Flexible Expansion** - A three ringed binder with stair-stepped tabs allows ease-of-use and allows the end-user the ability to keep changes to the hardware and software readily available. As updates are made the tabs allowed for easy insertion and organization.
- **Easy To Follow** - With so many components and variables to managing an inventory system, a process that’s easy to follow helps the rep keep accurate records of their clients inventory. These accurate inventory counts also allow for cost effective pricing and a reduction in spoilage as sales increase, decrease or maintain.