Building a Multi-Market Field Program for Partner and Loyalty Engagement

CASE STUDY

- **Partnership & Loyalty Activation**
- **Multi-Market Field Production**
- **Staffing, Vendor & KPI Management**

The North Face tapped us to support a 20-event field marketing activation across major U.S. ski resorts.

Working across product, event, loyalty and partnership teams, we built the systems needed to deliver a consistent branded experience across multiple locaitons. Scope included:

- Managing resort partnerships
- Build out of event kits for full branded set-up
- Recruitment, training, contracting and managing booth staff
- Sourcing custom product, vendor management
- Tracking and presenting KPIs and post event content capture





