

CASE STUDY

REEVES E-COMMERCE

Consumer Engagement & Activation

◆ OBJECTIVE

Reeves needed a strategic sales and marketing partner to seamlessly execute their detailed e-commerce offering by transferring the warehousing and distribution of their product lines. The key objectives were to reduce fixed operational overhead and mitigate dependencies on existing legacy technology systems.

◆ SOLUTION

CCG leveraged our modern technology stack, shipper relationships, and warehouse management systems to drive new pick/pack efficiencies, develop a custom ticketing solution, improve reporting & KPIs, transparency, and labor allocation among distribution channels (D2C, Trade/Wholesale, Specialty Retail). CCG's subject matter experts also helped Reeves revolutionize customer experiences before and during their annual Breyerfest event, using VDP (Variable Digital Print) to personalize ticket booklets delivered in advance of the event.

◆ SERVICES USED

Our solution included many of CCG's core capabilities such as: Kitting, Assembly, Printed Materials, Fulfillment, Trade Show Support, Warehousing, Drop Shipping, and Distribution.

◆ IMPACT

300%

DTC GROWTH

In 3 years, CCG has helped Reeves mitigate over 25% in direct wage expenses, while providing scalable, just-in-time labor, logistics, and technology resources. Amongst massive changes in the toy industry and consumer demand patterns driven by COVID-19 and Toy-R-U's bankruptcy, CCG has supported Reeves 300% growth in D2C distribution by fulfilling 250,000 orders per year covering over 1,000 unique skus.

