



Driving Engagement Through Customized Promotional Campaigns

How ODP Business Solutions® partnered with a leading paint retailer to execute a Color of the Year activation across thousands of retail locations

Case Study





Overview

Each year, paint retailers announce their Color of the Year—an initiative designed to spark inspiration among homeowners, contractors and designers alike. This retailer wanted a fresh way to bring the concept to life in-store and create a memorable connection with customers.

Through strategic discussions on how to bring the campaign to life, the teams identified that newly upgraded instore coffee stations presented a unique opportunity to highlight and leverage that investment. By offering customers a customized, campaign-branded K-Cup®, the retailer could engage shoppers at an unexpected touchpoint while reinforcing the Color of the Year theme.

To bring this idea to life across more than 5,000 locations, the retailer partnered with ODP Business Solutions®, leveraging both its creative capabilities and proprietary fulfillment programs.



The Challenge

Executing a campaign of this scale presented multiple hurdles:

- **Nationwide reach:** Delivering a consistent customer experience across 5,000+ retail locations.
- **Unique product sourcing:** Selecting an item that felt fresh, memorable and on-theme.
- **Tight timelines:** Coordinating design, production and fulfillment in just a few months.
- **Inventory planning:** Managing a large initial order while keeping stock available throughout the year.
- **Visibility and reporting:** Giving the marketing team data on distribution and performance without overwhelming internal staff.

Traditional in-house fulfillment would have placed significant strain on the retailer's resources and risked campaign delays. A partner with both creative and operational expertise was a must.



ODP Business Solutions' Approach

Innovative product concept

ODP Business Solutions® collaborated with our network of trusted partners to develop creative options designed to make the campaign stand out in stores. Several custom K-Cup® designs were developed and presented to the retailer's marketing team for review. After careful consideration, the team chose a K-Cup® with campaign-branded packaging printed in the PMS Color of the Year, creating a unique and memorable way to showcase the color at the coffee station.

Strategic fulfillment and inventory management

To simplify logistics and help reduce strain on internal teams, ODP leveraged its proprietary inventory program. The company purchased 4,500 cases upfront but structured staggered payments

so costs aligned with store-level distribution. A push order of 3,300 cases was delivered ahead of the January launch, with 1,200 cases reserved for replenishment throughout the year. This approach allowed locations to keep shelves stocked and maintain momentum beyond the initial campaign kickoff.

Reporting and insights

ODP Business Solutions® provided the retailer with real-time visibility into campaign execution. Distribution was tracked by location, allowing the retailer to monitor placement across more than 5,000 stores. In addition, comprehensive reports captured inventory usage, campaign reach and ROI, giving the marketing team actionable insights into program performance without adding to their internal workload.





Results

The partnership delivered both measurable impact and lasting value:

- 1,125,000+ customized K-Cup® pods distributed across 5,000+ retail locations.
- Synchronized campaign launch with a nationwide push order timed to the Color of the Year debut.
- Sustained engagement supported by replenishment stock throughout the year.
- Real-time visibility into product placement, distribution, and inventory levels.
- Actionable ROI reporting that enabled the marketing team to measure campaign effectiveness.
- Demonstrated scalability of ODP Business Solutions' fulfillment and reporting program for large promotional activations.

Why this worked

The collaboration was successful because ODP Business Solutions went beyond product sourcing.

ODP Business Solutions delivered:

- Creative problem solving – introducing a fun, unexpected way to highlight the Color of the Year.
- Operational scale – executing consistently across thousands of locations.
- Flexible inventory management – simplifying logistics and supporting ongoing replenishment.
- Data-driven insights – providing visibility into the campaign's performance and results.

"ODP Business Solutions was instrumental in bringing our Color of the Year campaign to life. They didn't just provide the product, they gave us full visibility into inventory, timely delivery across different retail locations and insights that allowed us to measure the success of the campaign,"



Partnership begins with purpose

Large-scale promotional campaigns demand more than creativity—they require operational precision, supply chain expertise, and the ability to scale. ODP Business Solutions® delivered on all fronts, helping the retailer transform their Color of the Year campaign into an engaging, customer-facing experience.

Looking to elevate your marketing campaigns with customized solutions?

Visit www.odpbusiness.com/print-promo-apparel-services to learn how we can help you deliver smarter, more scalable solutions today.



Contact us today.

Name:

Phone:

Email:





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