

## Online Company Store Makes Sending Client Gifts and Tradeshow Giveaways Easy; Helps to Unite Sister Companies Atlas Air and Polar Air Cargo

### ■ Challenge: To create and stock a new online store for global reach and appeal

Ever wondered how fresh asparagus gets to your local grocery store in the middle of winter? How about a computer, built to spec in less than two weeks? Meet Atlas Air, a leading provider of aircraft, crew, maintenance and insurance freight leasing contracts to major international airlines, including Air New Zealand, British Airways, Lufthansa and Qantas. Atlas is the older sister in a three-firm family, along with parent company AAWW (Atlas Air Worldwide Holdings) and Polar Air Cargo, 49-percent owned by DHL Express. Polar Air, with offices throughout Asia, Europe and the Americas, operates a global, scheduled-service network serving the world's major trade lanes. Together, Atlas and Polar own and manage the world's largest fleet of B747 freighter aircraft; they are also the primary airfreight charter suppliers to the U.S. military.

It is fitting that Atlas Air, being the big sister, was also the first member of the AAWW family to experiment with branding and merchandising through an online company store. But because the existing store wasn't producing intended results, and to stock the shelves with a new supply of younger-sister-branded Polar Air merchandise, the Atlas and Polar teams reached out to ePromos for help in launching a new online store. Their goals: to bring both teams together, provide an easy way for global offices to select from and order consistently branded client gifts and tradeshow promotional items, as well as give clients and employees easy access to logoed merchandise for themselves and their families.

### ■ Solution: With a supply of product samples in hand, teams find it easy to select the right mix of branded merchandise

The store itself was no problem: ePromos has been in the business of creating innovative, online company stores for years. We have the expertise, the infrastructure and the team companies need to pull it all together and launch a store quickly, not to mention the scale they need to provide major cost savings on bulk purchases and the ability to handle shipping and fulfillment as well. This is why much of the decision-making process for the Atlas Air and Polar Air teams revolved around merchandise selection: which items might best appeal to a wide range of audiences—from clients and prospective clients to both the Atlas Air and Polar Air staff?

Major Account Specialist Carrie Sleva took flight, extensively researching numerous potential promotional products and sending relevant samples so the teams could handle and experience them—and so they could find it as easy as possible to choose the products that best suited their respective company cultures and brands. The winners? Branded fleece pullovers and sweatshirts, men and women's polo shirts and caps—all perfect for employees. For client gifts and tradeshow promotions, as well as for employees, a merchandise mix that includes logoed umbrellas, duffels, travel cases, golf balls, airplane-shaped stress balls and travel bottles, plus an Atlas Air Boeing 747-8F collectible model with stand.

### ■ Result: One week post launch, new company store lands large orders and positive feedback from around the globe

Just one week after the grand opening, the teams reported a store-launch success, with word of many large orders coming in from around the world as well as much positive feedback from both the Atlas Air and Polar Air staff. With more merchandise coming and more internal promotions on the way, stay tuned for updates about the Atlas Air / Polar Air / ePromos eStore success!



**epromos**<sup>®</sup>  
the promo know-how people

800-LOGO-216  
[www.epromos.com](http://www.epromos.com)

Read more case studies at <http://ideas.epromos.com>

PROMIO KNOW-HOW