

BEST SUPPLIER SELF-PROMOTION CAMPAIGN

Bodek and Rhodes (*asi/40788*)

You might think that “organic” and “simple” go together. Not so in today’s complex world. When *Counselor* Top 40 supplier Bodek and Rhodes (*asi/40788*) started researching organics, they found there was a lot to learn – and they realized their distributors would need a quick way to get educated about the category, too.

To help out, the supplier designed an organics certification kit explaining the differences between traditionally-grown cotton and organic cotton. “We tried to make it very simple, comparing the processes and the benefits,” says Mary Ellen Pahlka-Hudicka, director of marketing communications.

Bodek and Rhodes then designed a certificate and a decal that its clients could

display to show they are the experts in the area, and they carry goods that are certified organic. The key was designing a program that helped distributors to position themselves as valuable to their own clients because they have the expertise in eco-friendly apparel. “The certification is a big part of the process and the value, so it was important for us to give them a vehicle to showcase it,” says Pahlka-Hudicka. “Many lines claim to be certified, but only those that can provide the actual certificate for growing and processing are authentic.”

During the next five national industry trade shows, Bodek and Rhodes trained almost 3,000 people in their booth, surpassing the company’s goal by 1,000. They



also sent the organics kits to most of their database of active distributors, sending some of their customers a sample shirt along with it.

What sort of response did the mailing get? “Incredible,” says Pahlka-Hudicka. “So many of our clients said they immediately posted the certificate and the decal, and hits to the Web site mentioned in the kit have been phenomenal. More impressive, the sample mailing has already generated some sizeable orders.” – MB