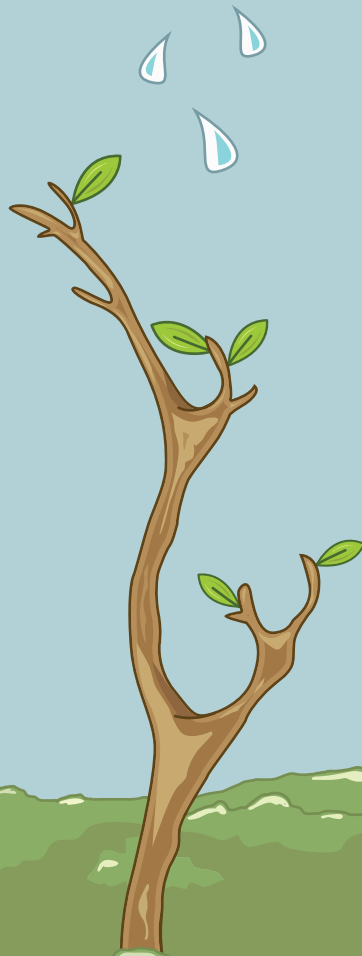


HOW

PEACOCK PRODUCTION STUDIOS
HELPED BARCO
GROW THROUGH FRANCHISING



OBJECTIVE: BRAND EXPANSION.



BARCO PRODUCTS IS
a retailer of commercial outdoor site
furnishings, amenities and equipment:

BENCHES - PICNIC TABLES - TRASH RECEPTACLES.

AND MORE!

When they contacted PEACOCK PRODUCTION STUDIOS (PPS) they had a decent 22 year track record of direct mail sales. Despite the success they had achieved in the direct mail space,

**THEY NEEDED TO CREATE AN ONLINE PRESENCE
IN ORDER TO ACHIEVE ANY MAJOR INCREASES IN SALES.**

In the fall of 2007, they hired PPS to become their ecommerce IT provider.



WE HAD AN IDEA!

SOLUTION: FRANCHISE

FIRST STEP

Get to know Barco, their business and their processes.

THE PLAN!

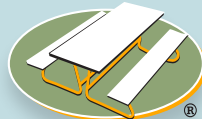
SECOND STEP

In collaboration with the **Barco Products** leadership team, **PPS** established a comprehensive plan to take Barco's sales to the next level, while simultaneously implementing time-saving internal tools. We created individual franchised websites for each one of Barco's most popular product lines - thereby creating a broad web presence through multiple sites. The sites had a consistent look and feel, designed with the customer experience in mind, complete with visually appealing branding to go along with each one - no easy task when you are selling benches and trash containers.

FINAL STEP

To enable the rapid development of niche websites and data management, a secure administrative system was established with enterprise level ecommerce functionality. The platform has grown into a robust system that has powered their rapid franchise growth.

WE CREATED INDIVIDUAL SITES



PicnicTables



Information
Centers.com



the BenchFactory



IMPACT: GROWTH

THE IMPACT WAS IMMEDIATE

Barco felt the result of their expanded web presence immediately:

GREAT!

1ST YEAR REVENUE
400%

During the first full year of selling products through their new PPS designed websites (2009), revenue increased dramatically from the previous year.

BARCO PRODUCTS ONLINE REVENUES
HAVE INCREASED

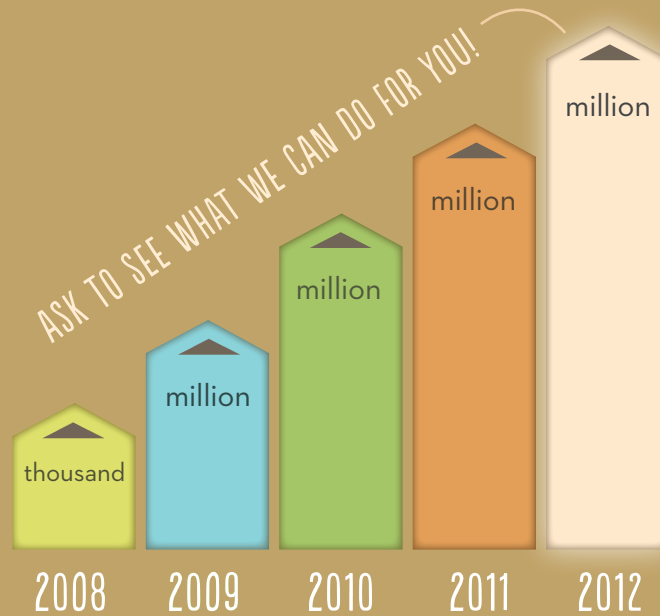
3,826%

OVER THE PAST 5 YEARS

CONCLUSION: SUCCESS

Through a broad online presence, with user-friendly and visually appealing websites, **Barco Products** realized an increase in revenue that was immediate and dramatic. Over five years later, Barco continues to experience impressive online sales growth.

Peacock Production Studio's experienced and dedicated team of professionals can help you bolster your revenue in a similar fashion, regardless of the type of products you sell.



Total revenue across all websites year-to-year.

Contact Us Today!

Email: info@peacockproductionstudios.com

Phone: 866.933.5020