



Client Focus: National Tobacco Company

We are proud to announce that National Tobacco Company (NTC) was honored in April as one of 10 “Mid-Market Companies to Watch in 2009 and Beyond” by *Consumer Goods Technology*.

A customer of RW3 since 2007, NTC exceeded its 2008 sales budget, and has resuscitated core brands with an enhanced, focused sales approach. RW3 developed an InStore Mobile solution tailored to NTC’s unique go-to-market strategy and business success, which provides the field sales rep with outlet intelligence, promotional opportunities and new item collateral and objectives. The reps execute, capture new insights in the outlet and then communicate the critical data to account and brand managers. National Tobacco Company has recently used this information in their decision to expand into new markets – introducing two innovative products – Moist Smokeless tobacco and cigars.

In addition, RW3’s InSight Group enables dashboards and ad-hoc reports for analyzing data collected by their Reps. The InSight Group provides reports to NTC that are designed to drill down into the category and item level, and also to compare results between geographies and accounts, assisting with planning and measurement.

National Tobacco Company is privately held and headquartered in Louisville, Kentucky. This company of 300 employees manufactures, imports, markets and sells tobacco products and accessories to the United States and select international markets. Brands include Beech-Nut, Stoker’s and Zig-Zag.