

Turning Marketing from a Cost Center into a Growth Engine

How a fragmented retail brand unified its strategy, cut agency waste, and built a scalable, revenue-driven marketing function

The Challenge

A subsidiary brand within a large enterprise retailer struggled to **stand out and scale**. Marketing was driven by merchandising, resulting in **transactional messaging** that failed to build an emotional connection with customers.

The brand lacked a **consistent identity** with email, social, and digital operating in silos. Campaigns were **reactive, misaligned, and inconsistent**, and an expensive agency model failed to deliver cohesion.

The result was **diluted brand equity**, a **fragmented customer experience**, and **inefficient marketing spend**.

The Solution

The Intersect Group partnered with marketing leadership to **operationalize an existing brand transformation strategy**, translating vision into consistent, scalable execution.

Rather than redefining direction, the focus was on building the internal capability to deliver against it. The Intersect Group identified and deployed highly **specialized marketing talent** aligned to the needs of a lifestyle-led brand, ensuring strategy showed up consistently across every channel.

A tailored team was assembled to drive **disciplined, coordinated execution**:

- Sr. Marketing Manager aligned email campaigns to a **cohesive, lifestyle-driven content strategy**
- Marketing Analyst brought structure to **campaign planning, performance tracking, and cross-channel consistency**
- Copy QA Specialist ensured **accurate, consistent product storytelling** aligned to the target customer
- Social Media Manager led content production, ensuring **on-brand, on-time execution** across platforms

The Impact



Stronger Brand Differentiation

Increased clarity and consistency across all customer touchpoints



Higher Customer Engagement

More relevant, cohesive campaigns drove stronger interaction



Improved Campaign Performance

Reduced rework and improved speed to market



Lower Cost Structure

Cut agency spend while increasing internal efficiency



Clear ROI Visibility

Enabled direct tracking of marketing's impact on revenue