

Saint Strategies: International Retailer

Business Challenge/Environment

A Fortune 100 international retailer found the market value of its commercial real estate holdings declining rapidly due to competitors saturating key U.S. markets.

Our Approach

We worked closely with the client to identify priority locations throughout the U.S. and to target resources in the most effective manner. We only initiated campaigns with a high probability of success and:

- Deployed project teams around the country to assess project viability, draft campaign plans and project budgets.
- Utilized our proprietary Threat Map System (Pat. Pending) to analyze and illustrate competitor activity.
- Developed and implemented targeting and outreach strategies for each community.
- Discreetly worked with neighborhood groups, local activists and stakeholders to generate grassroots constituent pressure at key points during the approvals process.
- Provided local groups with expert support on traffic, drainage, indigenous wildlife, public safety, economic impacts and numerous other issues.
- Helped secure legal representation for opposition groups and our in-house legal staff reviewed legal strategy and options.

Outcome

We provided the client with valuable competitor market intelligence, monitored top markets and successfully stopped more than thirty competitor projects in five states.

CASE STUDY