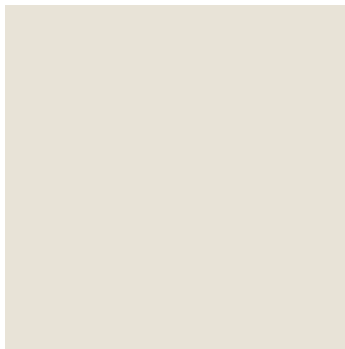
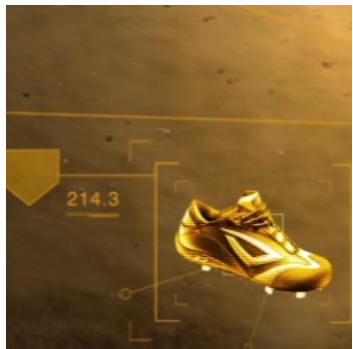
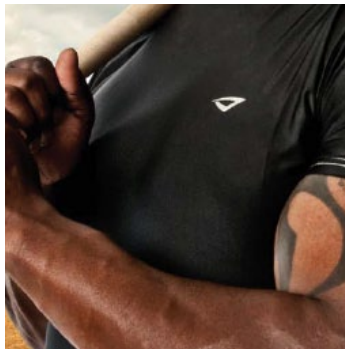


**CASE STUDY**

CLIENT: 3N2  
INDUSTRY: SPORTING GOODS - RETAIL & WHOLESALE



**BE A SP**  
**WRITE A R**  
**HELP ATHLETES L**  
**MAKE MORE INFO**



# CASE STUDY

CLIENT: 3N2

INDUSTRY: SPORTING GOODS - RETAIL & WHOLESALE

## Challenge

3N2 was founded in 2001 by a former Nike executive and built on a simple foundation. It would be a company for ballplayers, by ballplayers – designing, manufacturing and selling high performance softball and baseball footwear. 3N2 enjoyed a measure of early success, being adopted by a cult following of enthusiasts who became evangelists for the comfort and build-quality of the product line.

Unfortunately, 3N2 was unable to translate the passion of its management and customer base into market success, running headfirst into financial realities that all but crippled them in 2006. There were investor conflicts, inventory shortfalls and severe cash management problems, all of which were negatively impacting customer relations.

Simply put, the company was a mess and the brand was in serious disrepair.

## Solution

Battle was named 3N2's agency of record in June of 2007, and was tasked with the comprehensive resuscitation and reinvigoration of the 3N2 brand.

In 2007, an investment group purchased 3N2 and ushered in new executive management. Battle rolled out a top-to-bottom rebrand in late 2007 and repositioned 3N2's marketing focus; fully integrating online advertising, e-mail marketing, SEO, SEM and social media. Several product lines were redefined and a range of new products for previously unexplored segments was brought to market. Battle also worked behind the scenes, providing ERP consulting, integration and support in an effort to automate a full range of 3N2 business processes – from inventory and warehouse management to accounting, CRM and EDI.

Battle continues to provide a broad range of support services for 3N2, the results of which speak for themselves.

“Battle is deeply involved in almost every aspect of our business and have been a key to our continued success.  
We can't imagine 3N2 without Battle.”

Marty Graham  
President  
3N2

## Results from 2008 to 2010

### Brand Awareness

Organic brand searches have increased

1200%

### Online Sales

Sales revenue has increased

720%

Website visits have increased

375%

Sales conversion rate has increased

150%

Sales transactions have increased

825%

### Company Revenue

Gross revenue has increased

278%

## Awards

2010 ADDY Best of Show – Interactive  
2010 ADDY Best of Show – Advertising  
2010 Gold ADDY – 3N2 Website  
2010 Gold ADDY – 3N2 Print Advertising  
2010 Gold ADDY – 3N2 :30 Commercial Spot  
2009 Gold ADDY – 3N2 Special Effects Internet  
2009 Gold ADDY – 3N2 Website Redesign  
2009 Silver ADDY – 3N2 Internet Animation  
2009 Silver ADDY – 3N2 2009 Catalog  
2008 ADDY Best of Show – Design  
2008 Gold ADDY – 3N2 Logo Design  
2008 Gold ADDY – 3N2 Sales Kit  
2008 Gold ADDY – 3N2 Website  
2008 Gold ADDY – 3N2 Tradeshow Exhibit  
2008 Gold ADDY – 3N2 2008 Catalog  
2008 Gold ADDY – 3N2 Web Animation

## Services Provided

### Branding

Identity  
Messaging  
Collateral  
Packaging  
Guidelines

### Advertising

Print  
Video & Broadcast  
Environmental/POP

### Online Marketing

Web Design and Development  
Online Advertising  
E-mail Marketing  
SEO  
SEM  
Social Media

### Product Development

Product Design and Prototyping  
3D Product Modeling & Animation

### ERP Consulting, Integration and Support

Inventory & Accounting  
Electronic Data Interchange (EDI)  
Customer Relationship Management (CRM)

## URL's

3N2Sports.com  
blog.3N2sports.com  
youtube.com/3N2Tube  
twitter.com/3N2Sports