

EXCEEDING EXPECTATIONS IN AN ORIGINAL RESEARCH REPORT



NewStore is a technology company that provides omnichannel-as-a-service for retailers worldwide through a mobile-first, modular cloud platform.

Now in its tenth year, NewStore's omnichannel original research project surveys more than 700 brands in ten countries to learn about trends in customer experience. From this, the company produces the *Omnichannel Leadership Report*, a key asset used to develop thought leadership, brand awareness, content marketing, and demand generation.

In mid-2023, NewStore sought to outsource the writing portion to an outside writer who could improve the report with a new perspective and tone. "We wanted

someone with deep experience writing about retail and who could encapsulate the depth of findings in a way that would connect with our audience," said Marcus LaRobardiere, Vice President of Marketing for NewStore.

NewStore contracted the services of Craig Guillot, a high-performing B2B writer with more than 15 years of experience writing the retail industry. Craig held multiple interviews with NewStore executives and reviewed more than 100 pages of survey results and data analysis from the third-party research firm. From there, he identified the key findings, created the most compelling story, and produced a detailed outline for review by stakeholders. "This ensured a smooth review and approval process throughout the entire project and was critical to us producing a report that met our standards," said LaRobardiere.

After aligning NewStore executives and stakeholders in the outline process, Craig worked through two report drafts, proposed art recommendations, and remained available through the design stage to ensure the highest quality product. The company released the report at the NRF Big Show in New York in January 2024 with an "outstanding reception," said LaRobardiere.

"Craig exceeded our expectations, not only based on the quality of the final report but also on how we got there. His communication, preparation, and understanding of what we wanted to produce were key to the success," said LaRobardiere.