

# How Smartshoring<sup>®</sup> helped Nordstrom Rack's in-house team scale and streamline their content production.



## CASE STUDY

### BACKGROUND

Nordstrom Rack, a sister brand to luxury department store Nordstrom is a \$15 billion/annual American luxury department store chain headquartered in Seattle, Washington.

### PRIMARY GOAL

After recently undergoing a rebrand, Nordstrom Rack also planned to open 20+ retail stores throughout 2023. To make this a reality they recognized the need for additional external support for the execution of their marketing and in-store collateral for these openings.

### HOW SMARTSHORING BROKE THE MOLD

Offshoring was new to the Nordstrom Rack team as assets have always been created in-house by their strong creative team.

A primary stakeholder has always championed the Smartshoring approach after developing a prior relationship with We Are Amnet back in 2020.

We Are Amnet was appointed to support the high volume/quick turnaround needed for these NSO (new store openings) assets across various channels while aligning the right designers and QA with the right expertise to fulfill these assets to standard.

### DELIVERY

(Fall Assets: mid Feb - mid March)

**763** assets in | **4 weeks** across **8 stores**

(Spring Assets - recently commenced)

Due to deliver **1,500+** assets across | **26 stores** from June - August 2023

### ASSETS PRODUCED INCLUDE:

- Paid media (OOH print billboards, digital OOH)
- Print (magazines, mail flyers, postcards)
- Adaptation work for Email and Social (Instagram, Facebook)
- Display ads - digital and print

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