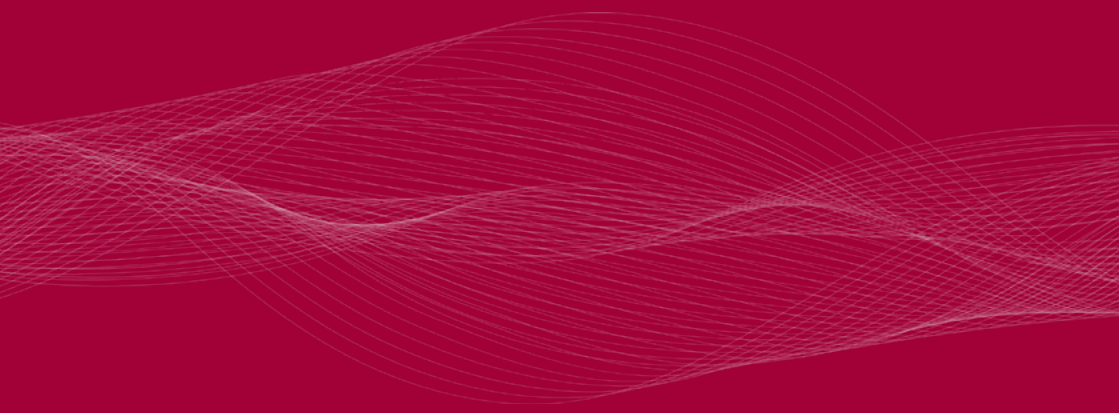


St. Regis

CASE STUDY



When the producer of a leading hotel magazine approached us to coordinate and manage the international distribution of their latest publication WTA Media was excited to take on the challenge.



About the Client

WTA had the opportunity to work with leading hotel and travel magazine producer, Uncommonly, to provide logistics and supply chain solutions.

Uncommonly are a boutique agency based in London. Set up in 2018 by James Collard, Sarah Glyde and Gill Morgan, the agency delivers crafted content for a range of leading luxury and cultural brands.

Notably, the company has been the pioneer behind the lavish biannual St. Regis Magazine, 'Beyond'. The magazine was developed for guests staying at St. Regis Hotels and Resorts, covering travel, style, art, food and drink and lifestyle trends. This key assignment led Uncommonly to seek out the support of WTA experts to provide solutions for global distribution.



The Challenge

It was vital that the magazines were delivered in a timely manner as they formed a vital part of the seasonal marketing campaigns for St. Regis. With over 62 different locations, each country has its own custom requirements it was essential that each stage of the logistics process was carefully mapped out to ensure on-time delivery.



How We Helped

WTA arrange collection direct from the printer in the UK. The magazines are already packed and labelled for which hotel they need to be delivered to. Once we collect the goods we bring them back to our depot for sorting. We split the items according to the transport mode in which they need to travel. Mode of transport is decided by which is the most efficient and economical.

To remove the risk of delays or seizures at borders, WTA pre-clears copy, images and design where national sensitivities deem such measures necessary. As each consignee has unique requirements, details of deliveries are discussed in advance and specific procedures developed by WTA to precisely meet their individual needs, ensuring trouble worldwide free delivery.

WTA provides a comprehensive weekly report which updates the client on the status of deliveries. We also send one invoice at the end which covers the entire project.



How Did We Do It?

WTA manages the distribution through its global supply chain network, the most critical element of this complex project is visibility, providing clear and concise information to the client outlining how many magazines are expected at each location and when they have arrived. WTA takes away the stress of the entire delivery process.



How Does This Help You?

At WTA, you can enjoy a bespoke service like no other. 100% tailor-made to your specific business needs, our experts apply their extensive knowledge to get your goods to their final destination on time, securely and in accordance with your budget. Regardless of your size, WTA has the right team to ensure success with your logistical requirements.

“As a creative house, our focus is on concepts and designs for literature and books to support the marketing of St. Regis Hotels. We, therefore, outsource the international distribution of printed material to WTA Group.

Our creative efforts are only productive if books and literature are delivered on time, in full and in excellent condition. We greatly value your approach to working with us to meet these requirements. You provide us with valuable continuing access to an experienced, knowledgeable team who, working with us, plan production, shipments and deliveries and offer a flexible, rapid and effective response to the many changes that inevitably occur in an ongoing global programme.

In our dealings so far, we have found WTA a truly efficient, cost-effective, expert one-stop-shop for our international supply chain logistic needs and a partner that is easy and pleasant to work with. Keep it up!”

Sarah Glyde
Uncommonly



wtagroup.com

