

OT Group's Tail Spend Solution Delivers Success for Burnley College

INTRODUCTION

Burnley College, renowned for its strong partnership with Burnley FC, faced a significant challenge when their ordered merchandise, including co-branded scarves, failed to arrive in time for a crucial home game at Turf Moor. OT Group stepped in and via their Tail Spend Solution, provided a range of personalised merchandise and efficient printing services to meet Burnley College's urgent requirements and deliver maximum visual impact for the college.

THE CHALLENGE

Burnley College, eager to seize opportunities to promote their college and engage with a large audience, had planned to distribute co-branded scarves at a Burnley FC home game. However, their approved supplier, manufacturing the scarves in Turkey, notified the college just a couple of weeks before the match that the merchandise would not arrive in time. Additionally, the college aimed to acquire a large co-branded flag for display on the pitch during the team line-up.

OT GROUP'S TAIL SPEND SOLUTION

Burnley College has used the CCS Tail Spend Solution Framework to work with OT Group on a number of different merchandising and print projects. Leveraging their expertise in supply chain management and extensive experience working with the public sector, OT Group provide a dedicated resource to manage Burnley College's printing needs.

By becoming an extension of the college's team, OT Group provide valuable guidance and knowledge, alleviating the challenges associated with printing within tight deadlines.



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DELIVERING RESULTS

Recognising Burnley College's predicament, OT Group was able to address the college's requirements through their Tail Spend Solution.

OT Group successfully sourced and provided personalized merchandise for Burnley College's critical match. They supplied a 10x10-metre co-branded flag, prominently displayed at the halfway line, along with 500 printed scarves to support the collaboration between Burnley College and Burnley FC. By utilizing OT Group's Tail Spend Solution, Burnley College was able to achieve their short-run, highly customized printing requirements.

KEY BENEFITS

Timely Delivery: Despite the unforeseen delay from the original supplier, OT Group's swift action ensured that new merchandise was printed and arrived on time, allowing Burnley College to make a significant impact at the game.

Cost-Effectiveness: Burnley College had previously faced challenges with the reliability and cost of their suppliers for urgent printing needs. By partnering with OT Group, they were able to access a trusted supplier through the CCS Tail Spend Solution framework, driving down costs and achieving compliance.

Expertise and Support: OT Group's dedicated resource provided valuable expertise and knowledge, enabling Burnley College to navigate the complexities of printing requirements within tight deadlines. This freed up the college's internal resources to focus on their core objectives.

CONCLUSION

OT Group's Tail Spend Solution successfully addressed Burnley College's urgent printing needs, delivering personalised merchandise on time and within budget.

By leveraging their expertise, extensive product range, and industry-leading online marketplace, OT Group provided Burnley College with a reliable solution to overcome challenges in the supply chain. This partnership allowed Burnley College to leave a lasting impression on their audience while solidifying their association with Burnley FC.

As a trusted partner, OT Group continues to empower organisations in the public sector, helping them optimise their procurement processes and achieve tangible results.

"We are incredibly grateful to OT Group for their swift and efficient Tail Spend Solution. When our ordered merchandise faced unexpected delays, OT Group stepped in. Their expertise and dedication ensured that we were able to make a big impact at the game and showcase our partnership with Burnley FC. OT Group's support and cost-effective solutions have been invaluable, allowing us to focus on our key objectives while meeting tight deadlines. We highly recommend their services to other organisations seeking reliable procurement solutions."

Sally Dahmke

Marketing Manager, Burnley College

