



Stage Stores | Adapting to Changing Consumer Behaviors

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THE CHALLENGE

Stage Stores brings name-brand merchandise and a first-class department store experience to small and mid-sized communities across the country. In order to address the evolving needs of its customers, the company began to restructure its leadership team, merchandising strategy, e-commerce business, and real estate portfolio. Pierpont Communications was enlisted to support several initiatives that would encourage shoppers to take notice of the brand and increase sales in person and online.

APPROACH

Pierpont assisted the leadership team with numerous corporate communications and change management initiatives to support the company's strategic pivot. The team worked directly with the C-suite to orchestrate a number of key announcements, manage financial communications and provide guidance on corporate social responsibility (CSR) programs.

At the retail level, Pierpont supported Stage Stores' partner marketing opportunities with the Houston Texans. The program included in-store player appearances, special events, and media relations with Houston Texans fan groups, as well as game-day activities on-site at NRG Stadium.

Pierpont also developed a [social media strategy](#) and programs to train store-level managers to better engage consumers around the brand and local stores, provide a taste of what it's like to shop in the stores, drive brand awareness and promote retail/online sales.
