The Holiday Campaign Rollout Crisis Survival Guide

When the stakes are highest, a solid backup plan can be the difference between do-or-die for a successful rollout.

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HOLIDAY ROLLOUTS DON'T GIVE SECOND CHANCES

One missed shipment, one broken install, and the whole holiday campaign program feels at risk.

After decades helping brands recover in these moments, **we've built a guide to the four most common holiday rollout crises** — and how expert teams regain control without losing momentum.

Each page breaks down what the problem looks like, what you can do in the moment, and how the right partner helps keep the season on track.

Vendors Miss Deadlines

When timelines slip, holiday launches (and you) suffer.

▶ **What This Looks Like:**
Production stalls, shipments don't arrive, and suddenly your timeline is collapsing.

▶ **What You Can Do Right Away:**
- Verify exactly what has been produced vs. what hasn't.
- Push for clear timelines on outstanding work.
- If your vendor isn't stepping up, it's time to call one who will.

▶ **How Strong Vendors Step In to Solve:**
- Reallocate production to equipment with faster capacity.
- Re-sequence rollouts so flagship and high-visibility stores still launch on time.
- Expedite shipping through trusted national carriers with real-time tracking.

Kit Errors or Missing Parts

Fulfillment errors multiply at scale.
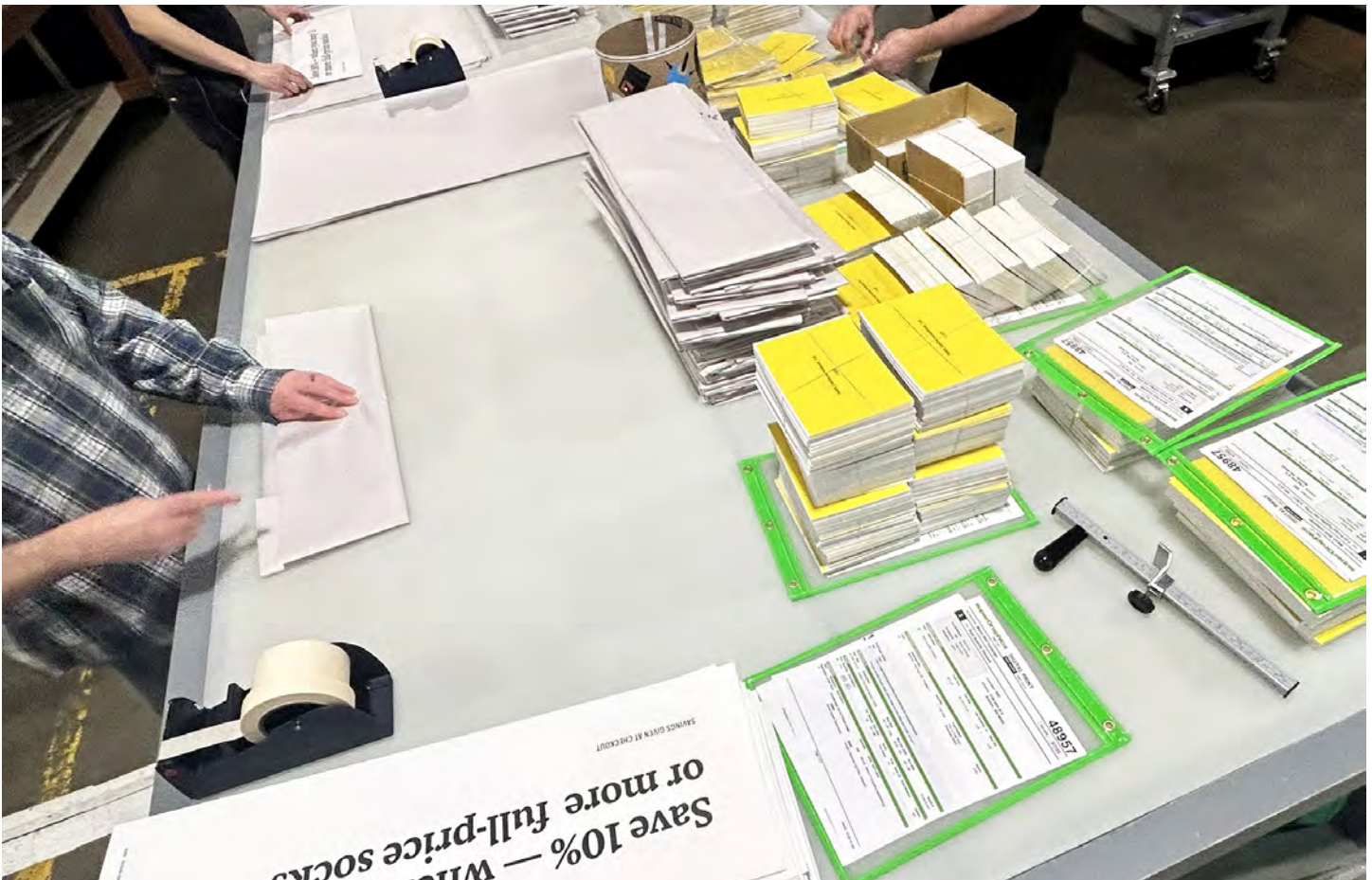
▶ **What This Looks Like:**
Graphics don't fit, boxes arrive incomplete, or installers open kits only to find critical parts missing.

▶ **What You Can Do Right Away:**
- Audit early shipments to catch mismatches before they scale
- Flag missing elements and confirm replacements before teams roll out
- Don't wait on a vendor who can't deliver — work with one who can.

▶ **How Strong Vendors Step In to Solve:**
- Triple-check fulfillment with verified kitting lists and QA scans
- Label every piece clearly so field teams know exactly where it belongs
- Ship fast-turn replacement kits with guaranteed accuracy

Install Crews Show Up Unprepared

Unprepared crews can stall even the best plans.

▶ **What This Looks Like:**
Crews arrive without instructions, tools, or the right timing. Graphics sit uninstalled while the clock ticks.

▶ **What You Can Do Right Away:**
- Share clear, visual install notes with crews on-site
- Confirm timelines and responsibilities directly with installers
- If your vendor isn't stepping up, bring in one who will.

▶ **How Strong Vendors Step In to Solve:**
- Provide turnkey install packets with step-by-step guides and visuals
- Coordinate vetted crews with proven experience on similar rollouts
- Oversee communication between production, logistics, and installers

Creative Changes Mid-Rollout

Last-minute updates can throw campaigns off track.

▶ **What This Looks Like:**
A logo shifts, copy updates, or new artwork arrives after files are already released, forcing costly, last-minute reprints.

▶ **What You Can Do Right Away:**
- Freeze non-critical updates until after rollout day
- Prioritize reprints for flagship or high-visibility locations
- Find a vendor who can keep up with the changes you need.

▶ **How Strong Vendors Step In to Solve:**
- Run reprints at scale with agile workflows that absorb last-minute changes
- Update asset tracking systems so the right version reaches the right store
- Use press capacity and overnight production to turn changes in hours, not days

EVERY ROLLOUT HAS A PATH FORWARD

Even the strongest internal teams can't plan for every curveball — but with the right partner, every emergency has a solution and every rollout has a path forward.

Want to stress-test your next holiday rollout before it launches? Our complimentary **Retail Rollout Report** highlights risks, pinpoints vulnerabilities, and helps ensure campaigns stay on track.

GET MY ROLLOUT REPORT