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IGLOO PRODUCTS CORP. PARTNERS WITH NORTHWESTERN GRADUATE STUDENTS TO EXPLORE FRESH WAYS OF GROWING THE BUSINESS.

Igloo Products Corp. and Northwestern Medill IMC partner for an intensive 10-week immersion program focused on channel optimization within an evolving retail landscape.

KATY, TX (August 31, 2018) – **Igloo Products Corp is proud to be in collaboration with Northwestern Medill. Graduate students from the Integrated Marketing Communications program wrap up their 10-week immersion in Katy, TX on August 31, 2018.** This partnership was a win-win situation for both Igloo and Northwestern, as the students worked to reimagine distribution, redefine customer and shopper segmentation, and streamline operational ways of working.

Recognized as an iconic brand, Igloo continues to innovate alongside the ever-changing retail environment. “We recognize that who we were yesterday, who we are today, and who we strive to be in the future are all different,” said Brad Connor, VP of Category Development. “Northwestern students bring in fresh and innovative perspective that are valuable to growing the business smartly.” **This dynamic partnership showcases that Igloo Products Corp. is relentless in growing their business to remain the worldwide leader within the cooler category.**

“We had a blast exploring untapped opportunities and differentiated segmentation strategies for Igloo this summer,” said Jennifer Yao, Northwestern Medill Graduate Student. “This project allowed us to reimagine the way an iconic brand thought about retailers and consumers. With the recent addition of top talent at Igloo and our recommendations, we are confident that Igloo will continue to thrive in an evolving retail landscape.”

About Igloo Products Corp.

Igloo was formed in 1947 and continues to thrive on five core values: community,

courage, craftsmanship, commitment and celebration. We believe amazing things happen when people come together, and our craftsmanship is second to none as our products are built with detail, quality and pride. It's our responsibility to carry these values into the future with strength and integrity. Our commitment extends beyond product. It includes how we behave and how we act to make the world a better place. At the end of the day, it's all about making wonderful, memorable experiences.

Source: Igloo Products. Corp

About Northwestern Medill – M.S. in Integrated Marketing Communications

The future belongs to those who understand the art and science of marketing communications.

Integrated marketing communications (IMC) is a strategic approach through which organizations drive performance by engaging, serving and communicating with consumers and other constituents. IMC at Northwestern, Medill combines qualitative understanding of consumers with large-scale analytics to develop communications and content that build and maintain strong brands. Grounded in advertising and direct media communications, IMC has emerged as the premier way for organizations to manage customer experiences in the digital age.

Source: medill.northwestern.edu