



New marketing exec for merchandise mart 7 W New York

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Merchandise mart 7 W New York has added Jessica Kreider as its new marketing manager, according to [Home Accents Today](#), having previously worked on events like New York's Fashion Week and the Tribeca Film Festival.

While at BNP Media, she assisted with event logistics and Web design, restructuring the company's marketing plans and objectives for more than 10 publications.

In her new capacity, she'll work closely with vice president of marketing Su Hilty to support the New York-based mart's events and to assist with drumming up its marketing efforts and goals.

"We found a truly great asset in Jessica," Hilty said in a statement. "From the moment she joined us at 7 W, she hit the ground running. She had to, because we had the NY Gift & Home Textiles Market event in her first month on staff. We are already greatly benefiting from her energy, enthusiasm and creativity."

7 W New York is a wholesale mart building that caters to home décor, table top, giftware, textiles, decorative and accessory buyers.

In an interview with DailyVista, Kreider described her future goals as coming up with different ways to incorporate [7 W New York](#)'s previous marketing and event messaging and combining it with her expertise to create new ones.

"We want everyone to know that 7 W is a hub marketplace instead of pinpointing one specific market," she said. "That's what I've been feeling the gist of with the few months I've been here."

With more of a B-to-B focus – as a private building that only admits those with certain credentials – Kreider has already begun to get her feet wet by attending trade shows in an effort to brainstorm new marketing ideas and shake things up at 7 W.

"I'm taking what I know from planning events and marketing to this position," she said. "It's very similar to what I did before. I'm trying to make broad changes and do things differently."

In its fifth year as a merchandise mart, our source concedes that 7 W New York may be in need of a change and is considering all its options regarding its overall marketing scheme for 7 W as a building and for its sponsorships.

"With that, I'm going to be someone new coming in with new ideas, both (old and new) will be combined to create our overall message presentation," she added.

Kreider said that social media has yet to become a necessity in certain markets due to buyers who are just starting to experiment with apps, Facebook and other social mediums, but bringing to mind 7 W's strategic plan for 2011, the building is placing an emphasis on digital marketing nonetheless.

"We do have a Facebook page and a Twitter page, and we also do Foursquare," she said. "We're trying to get involved in that – it's a small part, but again it's going to be built."

Additional media outlets include advertisements in trade publications as well as marketing to all buyers and attendees that come to 7 W's shows.

"We're trying to get into new initiatives like the hospitality industry, in addition to display, giftware, home textiles, etc., so there's no one real outlet in particular – any new initiative we're going to scope out," Kreider said.

With the merchandise mart's main headquarters in Chicago, 7 W works with a small team in-house that assists with most of its marketing efforts, and also contracts New York-based Novita PR, which also works with the internal public relations team in Chicago.

7 W engages in unique partnerships like the one it currently has with New York Metro. 7 W sports their logo on its Web site and New York Metro gives out information and visitors' guides and multiple other resources that make for a very reciprocal enterprise.

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