

EPICOSITY HELPS ARMSCOR-ROCK ISLAND ARMORY® GROW SALES BY 237%

Armcor-Rock Island Armory Brand Strategy



THE CHALLENGE

Epicosity had been helping grow the Armcor-Rock Island Armory brand internationally since 2011. But here at home, competition was stiff. With so many choices, it was time to stand out – not blend in.



THE GOAL

Increase reach, awareness AND sales by repositioning the Armcor and RIA product lines as two distinct brands.



THE IDEA

“Right on target, right on price” led the creative charge – with multiple branding and product launch campaigns across the country. Tactics included traditional print and radio as well as online video, a robust web content strategy and increased organic/paid social media placements. The ramped-up PR effort included a 5-minute segment on the “The Balancing Act,” Lifetime Channel’s premier morning show. The “RIAdiculous” campaign appealed to younger audiences – and the Team Armcor showcase elevated brand awareness with competitive shooting enthusiasts.



THE RESULTS

Sales grew by 59% in year one, with to-date sales topping 237% growth. Other results include:

- Organic web traffic increased by 1.8 million users and 19.5 million page views
- Facebook traffic topped 208 million impressions in the first 3 years – with “likes” jumping from 0 to more than 160,000
- YouTube views increased from 0 to 461,825

