

CASE STUDY

Managing Brand Presence Globally



Project Overview

Managing a global leader's Amazon brand presence in key international markets

The Problem

A 60 year-old brand in the Sports & Outdoors category realized their Amazon presence was either non-existent or off-brand and needed a partner to display their rich brand legacy, catalog breadth, and product superiority.

The Solution

BrandCentric took it from there, collaborating with the team as a strategic partner to design and implement listings, manage ads, and stock product as a retailer in several global Amazon markets.

Stat 1

500 Listings Optimized

Stat 2

99% Listings On-Brand

Stat 3

+61% YOY Sales Growth

Stat 4

9 Global Amazon Markets

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While sales on Amazon were performing at an acceptable level, the brand realized that their existing third party sellers were not capable of executing advanced Amazon strategies to grow sales and improve brand presence.

As a specialty retailer, BrandCentric collaborated with the brand's sales team to determine key marketplaces for product placement that would influence purchases on and off Amazon, then placed stocking orders into key international markets to guarantee product exposure with the Prime badge.

As an agency partner, BrandCentric collaborated with the brand's marketing team to design more than 500 listings that are consistent with the brand's core messaging and optimized for Amazon's A9 search algorithm. BrandCentric then implemented and maintained the quality of each listing throughout the season.

To profitably increase listing traffic, BrandCentric managed a combination of Sponsored Products and Sponsored Brand advertisements with different goals in each marketplace.

The partnership continues today, targeting 100%+ YOY growth on Amazon to maintain their position as a world-leader.