



ThirdChannel drives significant ROI for *Oakley* by activating on-brand field force, real-time consumer insights through tech

Challenge

This leading manufacturer of iconic high-performance sports gear and accessories struggled to increase sales in their stores. **Without proper visibility or feedback on the ground**, this brand underestimated the need to convey their products' technology-rich feature set to shoppers, which is essential to their willingness to pay a premium price.

Action Plan

Match **169 Brand Reps** to represent *Oakley* exclusively and capture data across **2,000+ national sport retail locations in 170+ markets** across the United States and Canada.

Brand Reps are trained in-depth on *Oakley* products including brand history, points of differentiation, and selling skills with the expectation that during store visits Brand Reps are able to:

- ✓ Educate store associates about product tech features
- ✓ Monitor inventory and maintain merchandising of visual displays
- ✓ Improve in-stock product placement and visibility

“We have field representatives on staff, but it was hardly enough to cover every store. We were able to supplement our own field force with ThirdChannel Brand Reps and cover a lot more area, and know that we had consistently trained, brand-right people representing *Oakley* in store.”

- Director of Sales



Results

1 Vetted, trained, authentic Brand Reps educated more consumers, trained more sales associates and sold more product.

2 ThirdChannel tech accelerated Oakley's ability to react.

3 Sell-through improved in ThirdChannel leveraged doors and key sales drivers are identified.

\$ +\$909
Higher Sales per Month per Door in ThirdChannel Leveraged Doors (vs. Control Group Doors)

3+
Additional Eyewear Purchases per Week when 20+ Consumers Engaged per Quarter

1-2+
Additional Eyewear Purchases per Week when Products are Placed in Front or High-Traffic Location



Program Information

2,000+	2	169+	\$150
Retail Locations	Countries Serviced	Field Team Members	Average Price Point

Key Retailers: