



## 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

**Sample Agent Profile: Ryan Dell**  
Field Team Agent, Powell, OH

Company: **Oakley** Rating: ★★★★★  
Status: **Active** Hours: 20 - 80  
Responsibilities: Merchandising, Consumer Engagement, Assoc. Education

**How I spend my time**  
Action Sports, Outdoors, Sporting Events, Travel, Working Out

**Relevant Experience**  
I own and run a gym (MESH), so very fitness and action-orientated. I went through training for Oakley, Trek and several helmet companies when I worked the Trek stores. In Ohio, where I got the extensive sales and merchandising experience. I became certified and was the lone bike fitter for 3 Trek locations. I am a very athletic and social person that enjoys meeting new people. This role seems like something I would love and is already something that I believe in as I LOVE sunglasses!

**Brand Product I own**  
I have 2 Oakley board shorts, cargo shorts, 2 pairs of sandals, Long Sleeve Cycling jersey, Visor, Flack jacket, Antix Tortoise, Crankcase, Oil Rig Tribat, Backpack, Ski Goggles, Winter Jacket, Winter "Beanie" cap. I also bought my wife pairs of the Oakley Urgency Plum, Proxy Tortoise/Brown & a Flack Jacket.

**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

No. of Store Visits	Dollar Sales (\$)
0	\$0
1	~\$400
2	~\$1,600
3	~\$1,800
4+	~\$2,100

## Program Information

**2,000+**  
Retail Locations

**2**  
Countries Serviced

**169+**  
Field Team Members

**\$150**  
Average Price Point

## Key Retailers: