

ThirdChannel provides cost savings for newer brands like *Onnit*, manning a part-time field force and providing consumer insights through tech

### Challenge

This leading manufacturer of nutritional supplements **needed authentic brand representation** in natural grocery stores nationwide, to demo products to prospective consumers, train store staff on the features and benefits of their products, collect valuable data around consumer sentiment, capture real-time inventory levels and ensure product was on-shelf and well-merchandised.

### Action Plan

Build out a field force of **25 Brand Reps** for *Onnit*, who value and use nutritional supplements to enhance their lifestyle, to **complete 3-6 hour demos** in natural grocery chains and independent vitamin/supplement stores. Reps are trained on brand history, points of differentiation, competitive analysis and selling skills to equip them to convert consumers on the spot.

Brand Reps are trained in-depth on *Onnit* products with the expectation that during store visits field agents are able to:

- ✓ Demo product line through engaging consumers
- ✓ Improve in-stock product placement and visibility
- ✓ Educate store staff on product features & benefits
- ✓ Monitor inventory and maintain merchandising

“I was truly blown away at the depth of ThirdChannel. ThirdChannel’s real-time reporting and analytics is something I have been looking for in Sales Management for a long time and have always had to do the foot work myself.”

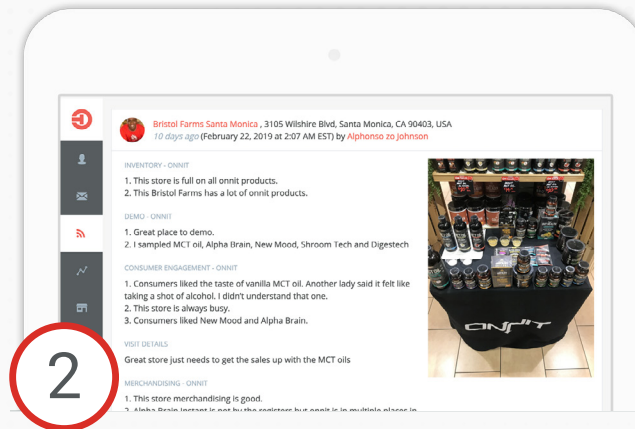
- National Account Lead

ONNIT

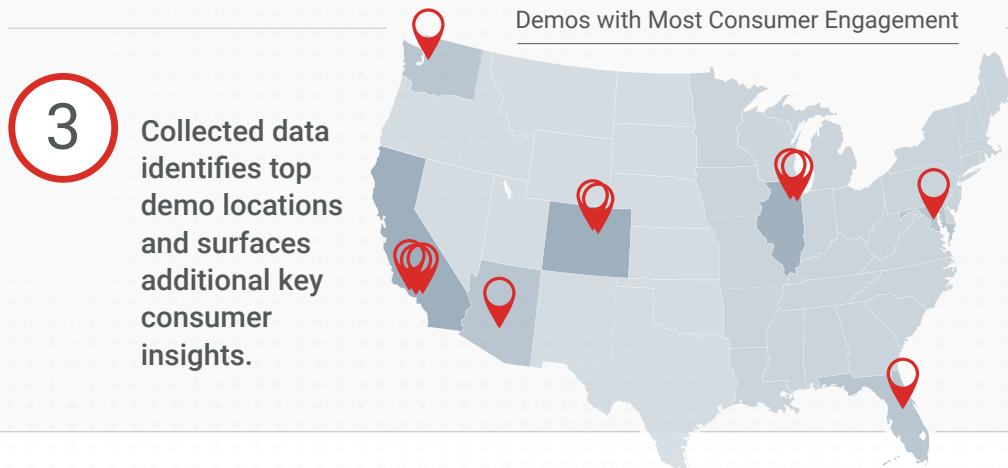
## Results



Vetted, trained, authentic Brand Reps educate more consumers, train more sales associates and sell more product.



ThirdChannel tech accelerates your ability to react.



Collected data identifies top demo locations and surfaces additional key consumer insights.

### Key Insights:



53%

Strong Positive Reaction around New Mood, Alpha Brain & Vanilla MCT Oil products



4%

Strong Negative Reaction around not vegan, flavors

### Program Information



2,000+  
Retail Locations



300+  
Locations  
Receiving Demos



25  
Field Team  
Members



\$50  
Average  
Price Point

### Key Retailers:



Bristol Farms  
*Your Extraordinary Food Store*

LASSENS  
NATURAL FOODS & VITAMINS



FRAZIER FARMS  
NATURAL GROCERY SINCE 1971

EREWON  
ORGANIC GROCER & CAFE

