



ThirdChannel optimizes Vega’s budget by manning in-store field force, creating efficiencies through tech

Challenge

Vega, a leading manufacturer of plant based protein shakes, **needed authentic brand representation** in 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

Match **300+ Brand Reps** with Vega, who support a plant-based lifestyle, to **complete 3-8 hour demos** in national grocery chains, club stores and specialty natural grocers. 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 Vega products with the expectation that during store visits field agents are able to:

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

“We had the most personable, kind, considerate and outgoing team that I have ever had the pleasure to work with sampling Vega product at our store – they did a fantastic job.”

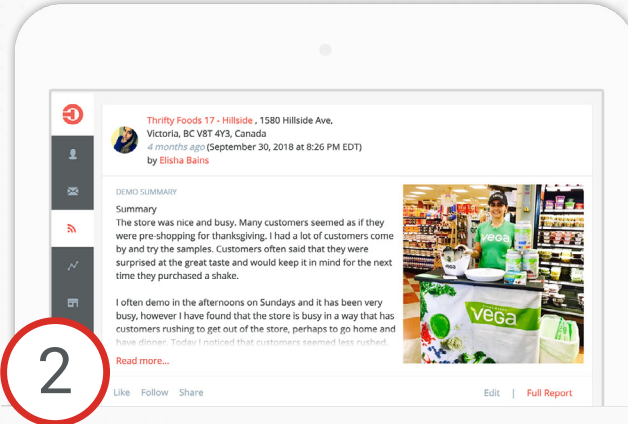
- Health & Wellness Coordinator



Results



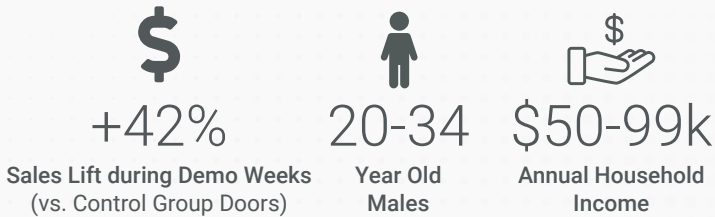
Vetted, trained, authentic Brand Reps educate more consumers, train more sales associates and sell more product.



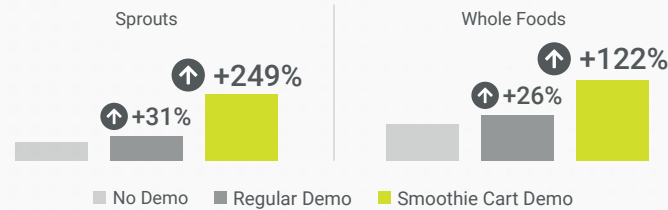
ThirdChannel tech accelerates your ability to react.

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

Sales increase within demographic.



Larger activations yield exponential sales lift.



Program Information



Key Retailers:

