



Success Story

ThirdChannel expands 4moms' brand presence, manning part-time field force and providing consumer insights through tech

Challenge

This leading manufacturer of premium baby gear, toys, and accessories lacked visibility into the status of their products in stores as well as inventory and sell-through for a key technical product. They needed insight into “how to win” amongst stiff competition within **3 major national retail chains** and **multiple specialty retailers**. With a thinly spread team and minimal in-store brand presence, it was hard to know where to take real-time action to drive sales.

Action Plan

Focus on expanding the brand's presence from 3 markets, staffed by 4moms' own field reps, to 40 markets staffed by on-brand ThirdChannel Brand Reps.

Brand Reps are trained in-depth on 4moms products with the expectation that during store visits Brand Reps are able to:

- ✓ Train a minimum of 2 sales associates on the highly technical products new to the market
- ✓ Engage and demo products to at least 3 customers
- ✓ Increase the number of parents adding their products to baby registries
- ✓ Alert in real-time when digital displays are not working and fix issues
- ✓ Merchandise products, gain secondary placements, ensure provided end caps are stocked with brand products

“ThirdChannel Brand Reps have given us line-of-sight into stores, which allows us to ensure that 4moms is represented appropriately. They have become brand experts, able to train associates on our products, answer consumer questions and help with sales. Our partnership with ThirdChannel has proven invaluable.”

- Account Manager



Results

Sample Agent Profile: Charmaine Mendoza
Field Team Agent, Orlando, FL

Company: 4Moms **Rating:** ★★★★★
Status: Active **Hours:** 5 - 80
Responsibilities: Merchandising, Consumer Engagement

How I spend my time
Art / Design Friends / Family Fashion / Apparel Shopping Social Media

Relevant Experience
Years of retail experience alongside with trade show experience in my position with Tiana Golf and Handbags. This position requires marketing, engagement, and representation, all of which I have years of experience.

Brand Product I own
4Moms Breeze and Mamaroo

Why I matched
I became a mom in 2014 to a little boy that continues to challenge me to be the best mom I can possibly be. Since then, actually, even before he was born, his and father and I spent countless hours researching products based on reviews, internet, and personal experience. It didn't take us long

About:
(407) 555-5555
cmxxxxxx@gmail.com
cmxxxxxx@gmail.com
@chaxxxxxxx
facebook.com/chaxxxxx

Stores

Photos

1

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

3 Brand Reps respond to data and directives to exceed KPI's.



22%

of Consumers Added Items to Gift Registry
(+4% from prev. quarter)



10,374

Consumers Engaged
(+90% of KPI goal)



3,822

Associates Educated

Program Information



1,900+

Store Visits



5,600+

In-Store Hours



40+

Markets



\$250

Average Price Point

2

BuyBuy Baby 3025, 8241 W Flagler St, Miami, FL 33144, USA
9 months ago (June 10, 2018 at 4:57 PM EDT) by **Marcos Escoto**

STORE VISIT

Summary
-store visit to BBB Miami, busy afternoon here in SW met with a lot of costumers all though couldn't land a sale did get an expecting couple to put some of our products on their registry.
-Merchandised displays and entire bays removing competitor products from blocking the view of 4 moms items. Trained a few gear associates in different topics as they each had different knowledge on the brand and engaged with the manager whom has no complaints 4 moms is doing great in her store.

Merchandising
-dusted displays and rearranged Mamaroo's to be look uniform and neat
-packed down bays with boxes for Mamaroo, and breeze Go/ classic
-re arranged infant tub bay
-re arranged accesorys in high chair display switched display box

Breeze classic (before)

ThirdChannel tech accelerates your ability to react.



National Retailers:

BABIES'R'US

buybuy BABY



Specialty Retailers:

BABY'S

BELLINI

BABY'S & KIDS 1st