

Emerging Brand **Market Entry**

OVERVIEW

Entering the North American market in the Wireless Telecoms and Consumer Electronics industries is a challenging proposition. The geographical size, the buying power of retail customers, the incumbent brand strength of many competitors and complexity of the retail environment are all barriers to entry. MarketSource partners with Brands to help unravel this complexity. A successful European based Wireless and CE Accessory manufacturer wanted to expand its business into the US. After starting operations in the US and realizing a large barrier to growth was its ability to build brand awareness and advocacy in retail, looked to MarketSource for assistance.

ACTIONS

Utilizing expertise in the wireless and CE industry verticals, MarketSource design and deployed a Training and Advocacy solution that was initially scaled to meet defined investment criteria whilst targeting the optimal retail coverage for maximum ROI.

RESULTS

50% higher sales per store for covered vs uncovered retail locations achieved after sustained visit frequency focused on product training and brand advocacy. Market Share ranking improved from 7th, trending to 2nd. Team size doubled as ROI results understood.

