

MULTICHANNEL DEMAND CREATION

BACKGROUND

A fashion brand was seeking higher levels of new customer acquisition, more frequent inventory turns, and increased brand awareness. The second half of the pandemic had served up weaker new customer acquisition, and a fresh infusion was needed, both to strengthen the company's core metrics and to invigorate a salesforce which was managing "pandemic fatigue".

OBJECTIVE

Reach customers in markets that were not being reached by the existing direct salesforce. Effectively move older inventory, generate cash, increase brand awareness, and deliver hot leads to the direct salesforce, in the form of customers who had already purchased a product.

EXECUTION

In a bold move for a company in the direct sales channel, a win-win multichannel partnership was developed between the company and the ABC television network. For the first time, the company showcased its products in front of a live, nationally televised audience. The brand was highlighted in three episodes, twice on *The View*® and once on *Good Morning America*®, airing in the "View Your Deal" and "Deals and Steals" segments, respectively.

These broadcasts aired during the test year in Q1, Q2, and Q3.

RESULTS

Within minutes, the company's website had record breaking traffic as ABC viewers flocked to cash in on the deals. All told, over 5,000 new customer accounts were created, all of whom were getting their first exposure to the brand and products. Inventory was effectively moved, significant cash was generated, the brand got broad national exposure to a new audience, and thousands of hot leads were shared with the salesforce to drive additional purchases.

This was an atypical move for a company in the direct selling channel, to drive demand creation in a sideline channel using a new go to market experiment.