

CASE STUDY:

Reinvigorating a Consumer Electronics Brand

The Challenge

A leading streaming company with an internal consumer electronics product was facing a significant challenge. Despite a quality product, brand awareness and overall sales performance were significantly underperforming. The day-to-day effort put behind the initiative was minimal due to a much higher executive focus on the company's core products and services. There was also a prevalent belief that the Total Addressable Market (TAM) for the consumer hardware product & solution was too small to warrant a significant investment. This lack of internal support and resources meant the product was not getting the day-to-day focus, putting it at risk of becoming irrelevant and failing to meet its growth potential.



The Solution: A Holistic Growth Strategy

The project leader and a small, dedicated team spearheaded a multi-pronged strategy designed to address the core issues and drive sustainable growth. The approach was built on four key pillars:

Strategic Partnerships: The project leader recognized the need for external alignment to overcome internal resource constraints. This involved partnering with major brands including RCA, Walmart, and Brandsmart that were aligned with the same target audience and shared a belief in the potential of the consumer product. These partnerships were crucial for increasing product visibility and accessibility.

Digital Optimization: The project leader directed the optimization of the brand's digital presence to enhance online visibility and conversion. This included a comprehensive review and enhancement of the brand's website as well as the parent company's brand landing page, focusing on improving user experience, search engine visibility, and content that clearly communicated the product's value proposition.

Dedicated Sales and Customer Experience (CX): To overcome the lack of internal support for customer-facing operations, the initiative leader built a new Concierge Sales/CX team from scratch. This was accomplished by pulling resources from other internal teams, leveraging a hands-on, "boots on the ground" mentality. The team was launched in less than four months from the initial identification of the opportunity and had a unique level of excitement and buy-in for its mission and concierge-level approach.

Targeted Marketing Campaigns: The project leader orchestrated targeted marketing campaigns in key urban markets where the product had the highest potential. These campaigns leveraged a mix of channels, including TV spots, web advertising, and influencer marketing, to build brand awareness and drive traffic directly to new retail and digital channels.

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The Results: A Dramatic Transformation

The strategic initiatives led to a rapid and dramatic turnaround in the brand's performance, significantly exceeding all initial goals within two quarters.

Metric	Baseline Performance	Performance Achieved
Total Unit Sales	687 units/mo	~24,000 units/mo
Product Bundle Sales	181 bundles/mo	~13,000 bundles/mo
Brand Website Traffic	440 visits/wk	~2,100 visits/wk
Parent Company Brand Landing Page Visits	680 visits/wk	~4,600 visits/wk

Key Takeaway

This project demonstrates the power of a comprehensive, data-driven strategy to revitalize a struggling product line, even with minimal internal buy-in. The project leader's ability to identify the root cause of underperformance, develop a multi-pronged solution, and lead the execution of strategic partnerships, digital initiatives, and marketing campaigns was instrumental in achieving these game-changing results. This case study highlights the importance of resourcefulness, strategic partnerships, and a hands-on approach to transform challenges into significant business opportunities.

Lessons Learned - The Power of Partnership:

- Even with minimal internal resources, strategic partnerships can be leveraged to drive exponential growth.
- Resourceful Leadership: Significant results can be achieved by a resourceful and hands-on leader who can build momentum and align stakeholders, even in a resource-constrained environment.
- Focus on the Customer Journey: A dedicated focus on customer experience (like the Concierge team) not only improves satisfaction but also directly impacts sales performance.

Unlocking Sustainable Growth

We Build, Audit, and Transform Your Revenue Operations and Enablement. Ready to Scale?