



Oceas Outdoors – A Hyper- Targeted Approach to Distribution

The Challenge

Oceas Outdoors established initial revenues via the Amazon platform and were looking to expand distribution and explore licensing opportunities within professional sports. The objective was to earn placement within both niche and big-box retailers, as well as engage teams & leagues to explore licensing opportunities.

How We Helped

We engaged by conducting a comprehensive brand audit, clarifying brand voice, character, and key points of differentiation, as well as ensuring minimum retailer compliance requirements were met. Next, we conducted market analysis, identifying hyper-aligned retailers and developing a detailed distribution strategy, pitch, and sales material. Once approved, we began executing our strategy, leveraging our relationships to engage key buyers and teams, pitching the value proposition and brand character of Oceas Outdoor. Finally, we liaised between retailer and brand/team/league, ensuring timely data transfers and seamless on-boarding to deliver a thriving distribution relationship.

Immediate Results

Within the first 90 days, we earned Oceas distribution to Touch of Modern's audience of over 18 Million monthly users, earned registration and certification as a Walmart Global Supplier, earned approval for a product-centered promotional night with D.C. United, and engaged in licensing negotiations with the MLS. Additionally, we negotiated to earn Oceas Outdoors a unit price 11% higher than ToMo's standard model for new products, instantly delivering increased profitability across their product offering.

