

## Situation

*Sales in this Client's "Dealer" channel were starting to plateau as the industry swayed away from value brands and into more premium products.*

## Action

*After conducting national research on product trends we created a new premium line of products (eLiquid). These products had high end look and feel with extremely unique packaging not seen anywhere. To help promote this new line we created high end (custom) sample kits that were first sent to industry influencers who had built in social audiences. Then once word was out and we created a demand we sent similar custom packs to larger dealers across the country. We only sold in higher quantities and at a higher price point to create a premium feel.*

## Results

- *\$90,000+ in new category sales the first month*
- *\$395,000 in category sales in first quarter*
- *Opened 100 new dealer accounts in 3 months after initial launch*
- *Led to 15 new OEM (Private label) accounts.*