

# CASE STUDY: Brand X Men's Skincare Line

With *Buyerly Product Feedback*™, Brand X made a strong first impression with retail buyers and immediately launched their line in 70 stores.

# 70

# of retail stores  
gained from using  
Buyerly (within 6 months  
of using Buyerly!)

## SITUATION

Brand X launched in Summer 2014. To ensure their launch was executed well, they used Buyerly to validate the “retail ready-ness” of their new line. They completed a short online form and submitted product images for a critique by a panel of big box retailers. Our buyers gave their opinions on the brand’s **packaging, pricing, and product positioning**. The panel also identified Brand X’s **key selling points** so the brand could pitch their line to retailers in a persuasive way.

**Service Used:** *Buyerly Product Feedback*™

## ACTION

With *Product Feedback*™, Brand X:

- Adjusted their suggested retail price to align with retailer expectations.
- Refined their sales pitch using the key selling points Buyerly’s buyer panel identified.
- Used their Buyerly-Approved Seal\* to prove they were Retail Buyer Approved.

## RESULTS

- Within 6 months of using Buyerly, Brand X gained distribution in **70 stores nationwide**.
- By using Brand X’s Buyerly-approved retail pitch, they landed meetings with **big box retailers**.
- Brand X attended ECRM with their **retail buyer-approved** pitch and earned recognition among retailers in attendance.

\*The Retail Buyer Approved Seal is awarded to brands that achieve a high Product Feedback™ rating

