

Selective Distribution

Case Study: Fragrance

Brand:

Swiss Arabian

Swiss Arabian, a luxury UAE-based perfume brand, partnered with PCA to capitalize on the growing popularity of Arabian perfumes and establish a strong foothold in the North American market.

By leveraging their expertise in all things Amazon and creating a fully optimized US website, PCA amplified Swiss Arabian's brand visibility, swiftly gaining market share from key competitors in the Arabian Perfume segment.



Swiss Arabian

BRAND SCORECARD

TikTok
18M Reach

2024 YTD

YOY Sales
+343%

2022 – 2024 YDT

Website Traffic
+450%

2022 – 2024 YDT

Total Views
+267%

2024 YTD
(Jan-Aug)
2022 to 2023

+ BRAND ACCELERATION

2022 2H

Aligned with brand on strategic goals and priorities: crafting a holistic & omnichannel approach across all international websites, fueling the success of US site, and establishing Swiss as a true global brand

Created strategic action plan with time and tactics, leveraging committed PCA team with SME in AMZ, DTC, and on/off platform digital marketing strategies

2023 1H

Prioritized growth of Amazon and website sales in key territories (USA/MX/CA), achieving +300% in website traffic YOY and 525% YOY growth in DTC sales

Full-funnel approach with consideration to all channels, and both core/NPD assortment

2023 2H

Curated an influencer program to enhance brand awareness through powerhouse leaders in the social & digital fragrance arena, escalating Swiss Arabian's luxury offerings and showcasing unique positioning

Opportunistic amplification of viral TikTok moments—drawing insights from reposts/responses and new followers gained

2024 Q1

Reconceptualized advertising assets for industry-optimized, BIC visual strategy, educating on the brand's unique offering and further showcasing their position in luxury fragrance

Tailored brand influencer pool, developed macro-to-nano tactical plan with KPIs and turnkey deliverable briefs, and negotiated contracts & usage for an incremental increase of 30% value for brand investment

2024 Q2

Leveraged key holidays & tentpole events to maximize revenue potential through omnichannel digital marketing campaigns, email marketing, and website announcements

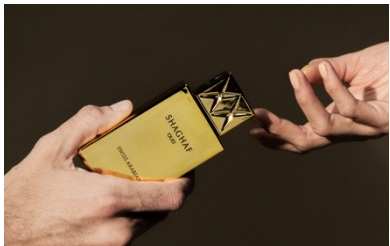
Established uniform pricing across Amazon & DTC website to ensure an optimized customer experience, and unified cross-platform positioning to build customer trust and loyalty

2024 2H

Increased Amazon digital footprint through BIC, DSP, and upper-funnel ad tactics, unlocking exclusive access and brand placement in all Amazon events

Introduced new products through strategic partnerships, website promotions, and creative imagery/video tactics

Fueled brand awareness, with 18M reach in 2024 YTD on TikTok



Contact

FOR MORE INFORMATION
PLEASE CONTACT:

info@thepcacompanies.com
(516) 576 1300