

Selective Distribution

Case Study: Niche Fragrance

Brand:

Thomas Kosmala

Thomas Kosmala, a founder-led, niche luxury brand from Dubai, contracted The PCA Companies in 2023 to drive critical mass, gain distribution, and amplify overall brand awareness in North America while upholding the brand standards and DNA.

KPIs were to break into the Top 10 Fragrance Ranking, secure premium real estate, and increase current retail sell-out 10x by 2026.



Thomas Kosmala

BRAND SCORECARD

Retailer Rank
#6

2024 Sales*
+154%

2022 YE Rank #49
2023 YE Rank #13
2024 YTD Rank #6

2023 to 2024
(year to date)

⊕ BRAND ACCELERATION & MILESTONES

2023 1H

2023 2H

2024 1H

2024 2H

2025 Outlook

Contracted and aligned on brand ambitions & KPIs

PCA identified key tactics and business drivers through analysis and evaluation of SKUs, location, retailer, and customer behavior trends

Drove storytelling and brand POD with deployment of dedicated HTT for education & new guest acquisition

Drove brand love with gratis & SPIFF+

Earned full-chain distribution

HTT coverage expanded to 50% of retail stores

Gained double exposure in men's department

#1 brand ranking in 15% of stores

Founder PA/Events

Launched incremental e-learning modules on retailer platform

Amplified acquisition during retailer key moments with discovery kits & TOAs

Visual weeks and brand expression via custom tester units/inserts

10 custom installations in top doors

Expand distribution to additional key retail partners

Conquest/Drive.com



Contact

FOR MORE INFORMATION
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