



CLIVE CHRISTIAN

Propelling the renowned luxury brand
into the world of ecommerce

a PCA COMPANIES case study



Clive Christian

Discover how The PCA Group propelled a renowned luxury brand into the world of ecommerce, maintaining the brand's prestige while simultaneously providing the convenience of streamlined digital shopping.

The Challenge

Merge luxury with digital convenience, by making a luxury British perfume house available to efficiently shop on leading e-commerce platform Amazon, while maintaining the brand's image of opulence and exclusivity.

The Outcome

The PCA Group leveraged our long-standing and enduring relationship with Amazon to launch Clive Christian as one of the few select brands sold on the exclusive Amazon Luxury Store.

BACKGROUND

Clive Christian, a modern continuation of Queen Victoria's 1872-founded perfumery, strives to provide customers with an upscale, exclusive shopping experience that exemplifies the opulent history of the brand. Therefore, entering the ecommerce space required providing a streamlined, digital shopping journey without compromising the elevated Clive Christian experience.

By integrating Clive Christian onto the selective Amazon Luxury Store, an extended Amazon platform that merges the luxury brand shopping experience with the convenience of fast, free delivery, PCA was able to market the brand to a wide range of digital shoppers, while still maintaining exclusivity.

By leveraging the PCA Account Support capabilities, we were able to map out a growth plan for Clive Christian on Amazon, and cement the brand within the Amazon Luxury Store audience.



Brand Strategy

⊕ PARTNER

- Exclusive distributor for Clive Christian on Amazon in the North American territory.

⊕ CONNECT

- Debuted the initial brand launch on the elite Amazon Luxury Store.
- Handcrafted a brand store that conveyed the Clive Christian legacy, while delivering the seamless ecommerce shopping experience that Amazon is known for.
- Through the Amazon Luxury positioning, we gained full control of Clive Christian sales on Amazon, ensuring that there are no Amazon resellers or potential knockoffs.

⊕ ACCELERATE

- Created strategic marketing plans to target potential new customers and drove the existing Clive Christian audience to Amazon.
- Participated in Amazon Luxury exclusive campaigns.
- Created custom visuals to showcase the luxury brand to high value prospects, leading to increased interest and overall brand recognition.

Strategy Summary

Utilizing in-market targeting on Amazon, potential customers are reached through DSP and PPC efforts, focusing on users who have shown interest in relevant product pages. This approach effectively highlights Clive's luxury brand and bolsters sales, particularly during significant shopping periods and holidays. Additionally, retargeting tactics are employed for users engaging with Clive's Amazon storefront, supported by banner ads that showcase products tailored to in-market individuals and past store visitors

KEY SERVICES

- Logistics
- Digital Marketing
- Account Management

● PAID MEDIA PERFORMANCE

5X

Increase in ROAS from 2022 to 2023

85%

of revenue from NTB customers

2022↑

Currently on pace to surpass 2022 revenue



Contact

FOR MORE INFORMATION
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