



SWISS ARABIAN

SINCE 1974

Establishing a new brand's presence
in North American markets

a PCA COMPANIES case study



Swiss Arabian

This case study showcases The PCA Companies' success in establishing a new brand presence for Swiss Arabian in the North American market, utilizing a comprehensive online omnichannel distribution strategy, coupled with strategic marketing tactics.

The Challenge

Launching a new brand into the US market with no prior consumer awareness, and entering the competitive fragrance industry. Tasked with introducing Arabic fragrances from the UAE to a market largely unfamiliar with this product category, PCA's mission centered on cultivating brand awareness solely through the use of online marketplaces, while optimizing a website tailored to US consumers.

BACKGROUND

Swiss Arabian seized an opportune moment in the high-demand Arabian Perfumes market, fueling initial interest with the help of a few viral pushes. Leveraging Amazon, PCA amplified Swiss Arabian's brand visibility, swiftly gaining market share from key competitors in the Arabian Perfume niche.

The Outcome

Amaali, Swiss Arabian's luxury perfume for women, now ranks #1 in the Women's Eau De Parfum category on Amazon US. Additionally, PCA increased Swiss Arabian's total revenue +124% YoY after launching ads, and organic revenue grew +162%, which indicates a strong growing brand recognition across both Amazon and other channels.



Brand Strategy

⊕ PARTNER

→ PCA employed a direct distribution partnership, with exclusive distribution on all North American Markets: US, Mexico, and Canada. PCA additionally manages Swiss Arabian's distribution online on Amazon and Walmart, as well as offline. PCA's remarkable success in enhancing the brand's presence within the US market paved the way for its expansion into offline retail outlets. In the Fall of 2023, PCA is poised to launch two Swiss Arabian flagship products into CVS stores.

⊕ CONNECT

→ PCA developed a 360 strategy encompassing both Amazon Marketing Services and Demand-Side Platform. In our AMS campaigns, we focused on driving mid-to-bottom conversion funnel campaigns, aiming for a high ROAS (above 7x), while maximizing conversion opportunities. We leveraged all Amazon marketing vehicles, including keyword research, PDP targeting, banner ads, and videos.

→ The DTC strategy ensured Swiss Arabian's brand presence remained prominent in all Swiss-related searches. This involved a two-pronged approach: at the bottom of the funnel, it focused on brand protection, while at the top, a creative-first strategy showcased the brand's value and story across social channels, resulting in heightened visibility and new customer acquisition



Brand Strategy

⊕ ACCELERATE

DTC Initiatives:

- Enhanced brand awareness through product-focused social campaigns, and launched campaigns via TikTok influencers and YouTuber campaigns
- Implemented a sampling strategy for web purchasers, introducing them to new products while offering cross-promotional opportunities
- Enacted a conversion strategy, safeguarding the brand through paid search and defensive tactics

Amazon PPC Initiatives

- Implemented promotional strategies, such as holiday gift sets
- Continued ROW expansion with top sellers (primarily MX)
- Produce review videos for global distribution
- Forge closer partnerships with brands to address out-of-stock (OOS) and reseller challenges

Amazon DSP Initiatives:

- Introduced Swiss Arabian's versatile product catalog to potential customers in the target market
- Retargeted all past product viewers to keep Swiss Arabian at top of mind during purchase journey



Strategy Summary

Through strategic placement on Amazon's PPC and DSP platforms, Swiss Arabian was able to effectively maximize brand awareness by expertly positioning themselves against competitors. This approach encompassed a full-funnel marketing strategy across the Amazon advertising network.

KEY SERVICES

- Amazon and Walmart On-Platform DSP and PPC
- US Website UX/UI Design; SEO
- US Web DTC: Paid Search, Paid Social, Organic Social
- Retail Distribution: CVS Launch Fall 2023
- CA and MX Online Distribution

AMAZON BEST SELLERS RANKING

+500%

Avg BSR improvement in the beauty category for Swiss Arabian top sellers

2012↑

BSR ranking increase for Amaali

6643↑

BSR ranking increase for Layali

3347↑

BSR ranking increase for Shagaf

AMAZON METRICS

+124%

YoY total sales increase

+162%

Organic sales increase

+153%

Advertising sales increase



Contact

FOR MORE INFORMATION
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