

Selective Distribution

Case Study: Lifestyle Fragrance

Brand:

Cristiano Ronaldo

Cristiano Ronaldo Fragrances, founded by global soccer legend Cristiano Ronaldo, partnered with PCA in 2022 to expand the brand's presence in the North American market and establish the brand in the men's fragrance market.

With an initial launch of two fragrances, Cristiano Ronaldo Fragrances has now expanded the line to eight scents, with the newest launch, Discover, debuting in summer '24 with a growth rate of 266% from 2022-2024.



CR7

BRAND SCORECARD

EDT Category
Amazon Ranking

2024 #40
2023 #60
2022 #100
2021 #200

Digital
+126% YTD

2021 - 2024 YTD
(Jan-Aug)

Retail
+225% YTD

2021 - 2024 YTD
(Jan-Aug)

⊕ BRAND ACCELERATION & MILESTONES

2022 Q1

Aligned on objectives with brand: rank ambition and sales volume of 1.5M by 2023

3YR GTM strategic plan created with time and action tactics along with committed PCA team and digital marketing funds

2022 Q2-Q4

Hyperfocused 3 key markets: USA, Canada, Mexico & retailer partnerships

Fast pivot in packaging & guest-facing VM driven by PCA

Sales change of +54% in USA +1,183% in CA and +487% in MX

2023 1H

Full matrix of enhanced A+ content & digital assets asks designed to engage fanbase/unleash icon status of CR with competitive brand performance insights

Always-on test & learn with all digital media tactics and investments. Quarterly share-back with brand

2023 2H

Amplified ROAS by 15%, AOV by 15% with dual-pathed commercialization tactics to drive top & bottom line

Focused on expansion through retail and Amazon, achieving placement in 5 major retailers driving 156% YOY growth in retail

2024 1H

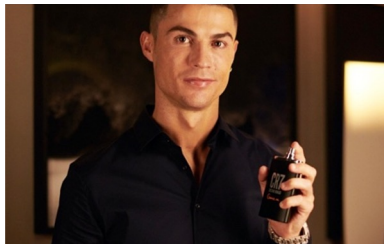
Capitalized on key opportunistic moments, e.g. Euro Cup'24, and tentpole events by channel with customized, conversion-driving content by brand

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

2024 2H

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

Launched the brand on additional online channels, such as TikTok shop in 2024, MOM trajectory of +15%



Contact

FOR MORE INFORMATION
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