

Selective Distribution

Case Study: Textured Haircare

Brand:

Miss Jessie's

Miss Jessie's, a legacy haircare brand specializing in styling curly, kinky, and wavy hair, partnered with The PCA Companies to expand distribution and defend AMZ position.

Priorities were 1) reverse brand share of voice loss, 2) overhaul assets and digital content to strengthen online presence and modernize the brand image, and 3) grow distribution.

The PCA Companies Strategy: identification of relevant retailers and online channels, negotiation of brand placement, and creation of fit-for-use assets, which resulted in an 8X increase in retail sales volume and a gain of 6000+ points of FDM distribution.



Miss Jessie's

BRAND SCORECARD

YOY Sales*
10X growth

2023 to 2024

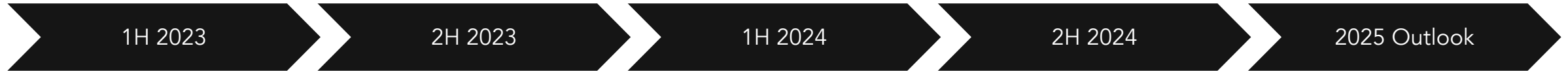
AMZ Top SKU Search
8X growth

2022 to 2024

YOY Velocity
Omni Rank Gains

Brand Rank on AMZ #17
Brand Rank in FDM Top 5
Brand Growth in FDM Top 3

⊕ BRAND ACCELERATION



Dove deep into brand position, assets, communication and priorities to build out 5YR omni-channel GTM strategy

Established time & action plan of tactics by distribution channel and KPIs

Ran Amazon PPC & DSP ads, using effective storytelling to optimize product listings, resulting in +192% monthly sales before and after marketing

Built compelling, retailer-specific brand decks and actively presented

Leveraged Amazon success story to expand into additional online channels, growing digital footprint by 3X

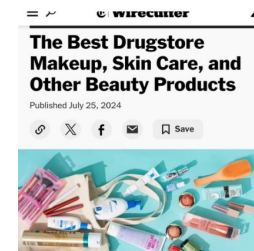
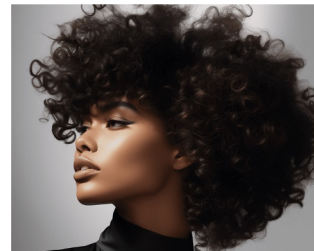
Set in 6000+ locations in Pharmacies & Grocery, with full size and travel/trial sachets

Strategic participation in tentpole promotional events by channel, eg. Amazon Prime Day, to acquire new users and increase LTV of guest with cross-category introductions

Continue store and line expansion in FDM and online universe

Expand omni-channel retail footprint in domestic and international department stores and selective beauty channels

Capitalize on USPs and brand authority of Miss Jessie's in response to rising demand for textured hair products



⊕ PCA SERVICE IN ACTION

A CLOSER LOOK AT AMZ

Dedicated PCA team biweekly review of sales, rankings, and organic search results to refine investments in real time

Establishment of stock mins and WOS coverage for HERO SKUs, driving 80% of total sales. Influence AMZ buys to ensure in-stock levels

Competitor & customer segmentation analysis to understand target audience behaviors, properly position core products, and align NPD launches to maximize conversion

⊕ BEFORE

- Brand was losing Share-of-Voice; competitors were winning paid placements above-the-fold for “Miss Jessie’s” related searches
- Lack of assets and digital content, no A+ content, brand store or infographics to guide consumer education and conversion

⊕ AFTER

After launching full-scale digital marketing and elevating the brand to PCA’s Strategic Brand portfolio, Miss Jessie’s business accelerated:

- YTD 2024: Brand monthly average 2-3X,
- Ongoing PDP optimization, A+ content refresh
- Successful application for Amazon Sustainability Certification (PDP Icon), a climate pledge-friendly AMZ Platform initiative focused on packaging and product sustainability



Contact

FOR MORE INFORMATION
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