



Case Study: COMO Sport

Problem:

Impeccably designed and manufactured sportswear line, operating with small budgets, faced major challenges trying to establish its brand in the hyper-competitive apparel industry. Meanwhile, its concentrated distribution in exclusive private clubs reinforced perception of brand being primarily golf-oriented — a sticking point for buyers seeking broader-themed sportswear.

Solution:

Agency concentrated its efforts on supporting retailers with promotions geared to a wider consumer base. For example, to generate buzz within the company's customer base, the agency developed merchandising/POS campaigns to support co-branding initiatives with labels such as the legendary Italian motorscooter brand Vespa. Participating retailers received full-line promotional kits to communicate with their upscale customer base. Sample elements included:

- Advertising
- Point-of-sale materials
- Press Releases
- Postcards
- CD-ROM

In place of expensive product catalogues, The Shepherd Group designed a top-line Web site to showcase the stunning COMO Sport collections. Buyers and consumers were able to access photos of the full line, learn more about the brand's heritage and point-of-difference, as well as identify retail locations nearest to them.

To give the brand's repositioning necessary credibility and momentum, the firm developed an editorial PR strategy around the company's strong sales growth, driven by its founder's unswerving devotion to product quality and old-school values. This resulted in a series of interviews with influential trade press, including a feature in the men's top fashion publication, DNR.

Outcome

COMO Sport posted double-digit sales increases and cemented its position as a quality-focused luxury brand — despite being greatly outspent by its competitors. In addition, agency helped successfully re-position the brand where it truly belonged: as world-class sportswear.