

The background of the image is a wide, flat desert landscape under a vast sky. The sky is filled with wispy clouds that are illuminated from below by the setting sun, giving them a warm, orange and pink glow. In the far distance, dark silhouettes of mountains are visible across the horizon.

melody part of
smp



Helping challenger brands grow Amazon sales

Webinar. Thursday 13th 11am to 11.45am

melody.agency

Chris Cooper, Planning Director @ Melody
Size of the prize, and the importance of integrating Amazon within your marketing plan

Matt Howes, Head of Ecommerce @ Melody
Strategies to drive both Return on Amazon Spend and reduce the Advertising Cost of Sale

Sam Hiscocks, Head of Marketing & E-commerce @ Olly's
Thoughts and impressions on Olly's first year on Amazon, Olly's learnings good & bad ...

Melody & Amazon

Melody is an appointed Amazon Solution Provider Network agency.



As part of the Solution Provider Network, we have access to Amazon local, regional and head-office stakeholders to help us deliver leading solutions for our Clients.

One of only a select few agencies regularly invited to the global leadership conferences at Amazon HQ in Seattle to help shape the future of gaining better brand coverage and ROI.



Our clients' products ranked no.1 and no.2 best sellers (non-Amazon) on Cyber Monday 2020 in the UK.
16x Roas



Generated over ¼ \$Billion in sales for our clients. \$7.1m Amazon spend in 2020



Our SEARCH strategy is referenced as 'best practice' within Amazon presentations



Working directly with Amazon Account Managers across Europe and North America



Part of the Amazon Vendor agency programme



Running Amazon initiatives across EU10, North America (US & Canada) and APAC



Direct weekly update meetings with Amazon HQ

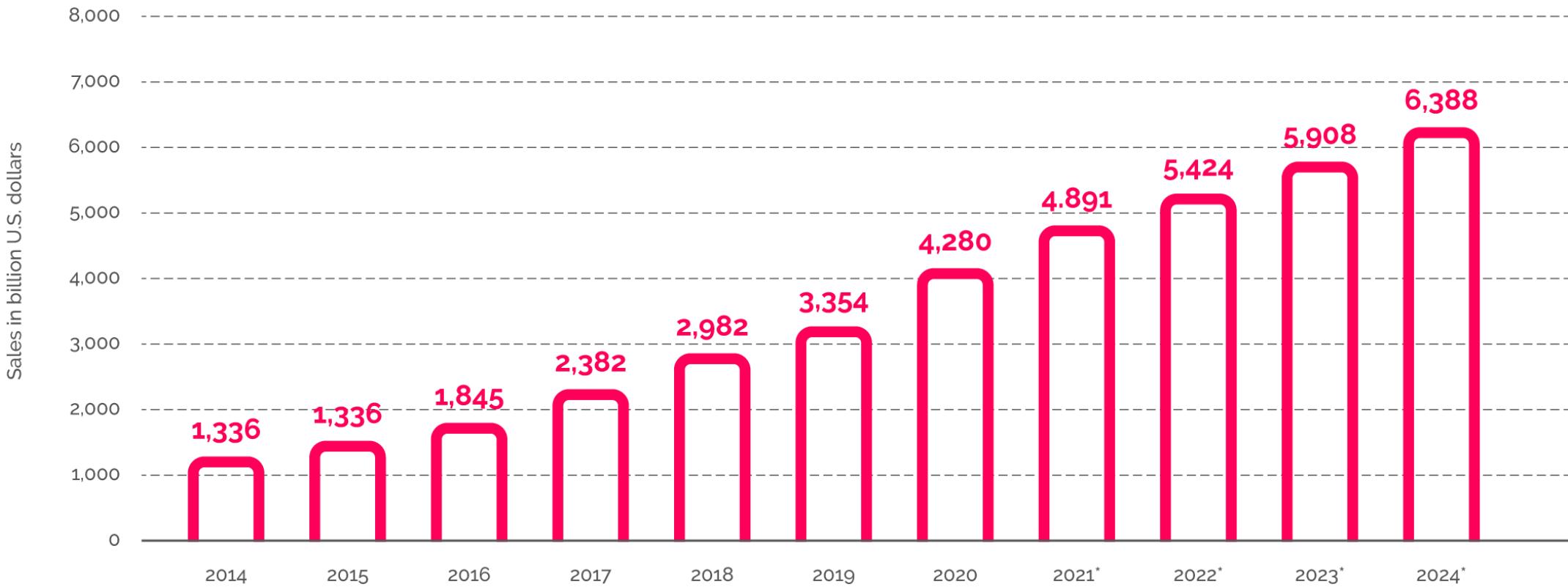


A photograph of a young woman with dark skin and curly hair, wearing a white button-down shirt and large gold hoop earrings. She is looking down at a smartphone she is holding in her hands. In her left arm, she holds a white paper coffee cup. The background is blurred, showing what appears to be a city street at night with lights.

Challenger brands have
never had more potential
for ecommerce growth

Ecommerce growth is forecast to continue

Retail ecommerce sales worldwide from 2014 to 2024
(in billion US dollars)



Modular D2C ecommerce tools are widely available

The image displays two separate web interfaces side-by-side, both framed by a thick red border.

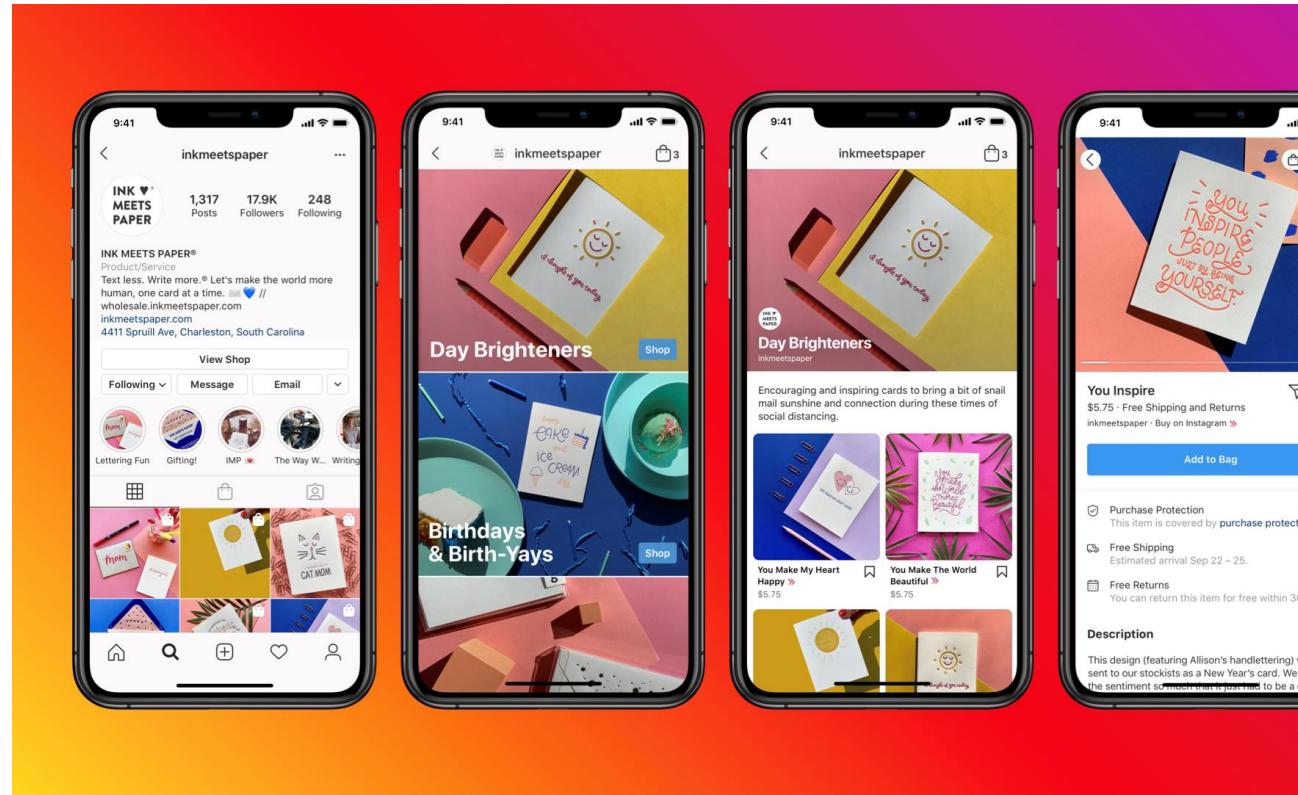
Shopify Screenshot:

- Header:** Shows the Shopify logo, navigation links (Start, Sell, Market, Manage), Pricing, Learn, Log in, and a prominent green "Start free trial" button.
- Main Content:** A large headline "Anyone, anywhere, can start a business" in bold teal text. Below it is a form with a placeholder "Enter your email address" and a "Start free trial" button. A small note at the bottom states: "Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify."
- Image:** A photograph of a woman wearing a blue headscarf working in a kitchen, with shelves of jars in the background.

Stripe Screenshot:

- Header:** Shows the Stripe logo and navigation links (Products, Use cases, Developers, Company, Pricing, Sign in).
- Main Content:** A large, colorful graphic with a gradient from blue to orange. Overlaid text reads: "Payments infrastructure for the internet". Below this, a subtext states: "Millions of businesses of all sizes—from startups to large enterprises—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online."
- Form:** A mobile-style payment form for "INCREMENT MAGAZINE" showing a payment of £14 per quarter, with options to "Pay" or "Or pay with card". It includes fields for Email, Card Information (Number, MM / YY, CVC, Country or region, ZIP), and a "Next" button.
- Dashboard:** A detailed financial dashboard for "ROCKET RIDES" showing a timeline from 12:00 AM to 11:59 PM. It displays "Today" metrics: Gross volume (£3,528,198.72), August 18 (£2,931,556.34), and Balance (£553 Available). It also shows a "Reports summary" comparing July 18 - August 18 to the previous period, with metrics like Gross volume (+4.6%), Net volume from sales (+4.2%), and Disputes (0.36%).

Marketing tools that can be accessed with any budget



TikTok For Business

Boost Your Business On TikTok

People are coming to TikTok to discover new products and get inspired to purchase them. **Get your business discovered on TikTok and maximize your online sales.**

Sign up today and create an ad in minutes.

Create an Ad

The right side of the image features a dark purple background. In the center, there is white text advertising TikTok for business. To the right, a woman is shown from the side, holding a smartphone and looking at it. In the foreground, there is a collection of colorful, hand-made paper dinosaurs of various sizes and colors (pink, purple, green) arranged on a surface.

Access to large-scale marketplaces across the world

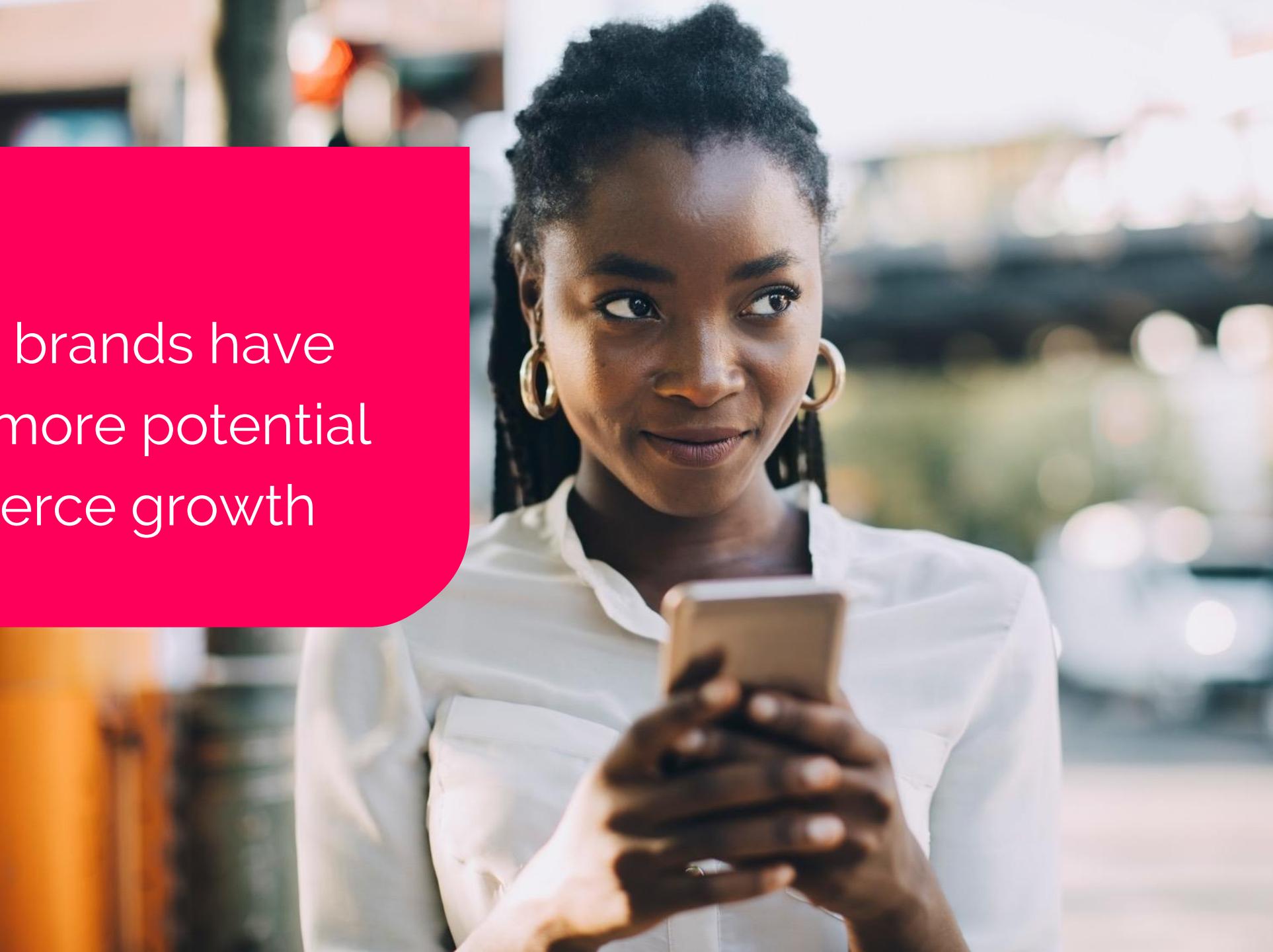
The image displays two mobile device screens side-by-side, each showing a landing page for a major marketplace.

Left Screen (Walmart Marketplace):

- Title:** Everything you need to know about applying to Walmart Marketplace
- Section:** Best Practices
- Call-to-action:** Read More
- Visuals:** A photo of two people smiling, and two yellow Walmart logo stars.

Right Screen (Amazon Seller Central):

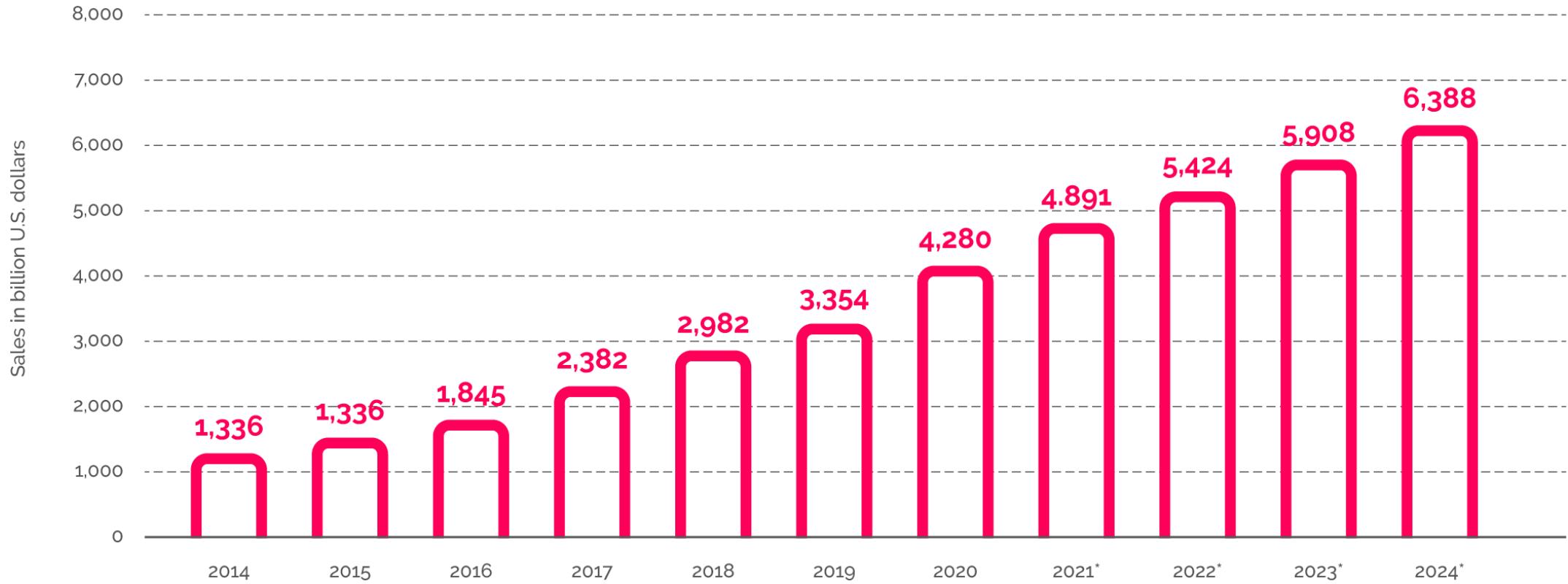
- Title:** Become an Amazon seller
- Text:** More than half the units sold in our stores are from independent sellers.
- Call-to-action:** Sign up, Learn more
- Visuals:** A large brown Amazon delivery box with the word "prime" printed multiple times along its side and the iconic Amazon smile logo at the bottom.



A woman with dark skin and curly hair, wearing a white button-down shirt and large hoop earrings, is looking down at her smartphone. She is holding a white paper coffee cup in her left hand. The background is blurred, showing what appears to be a city street at night.

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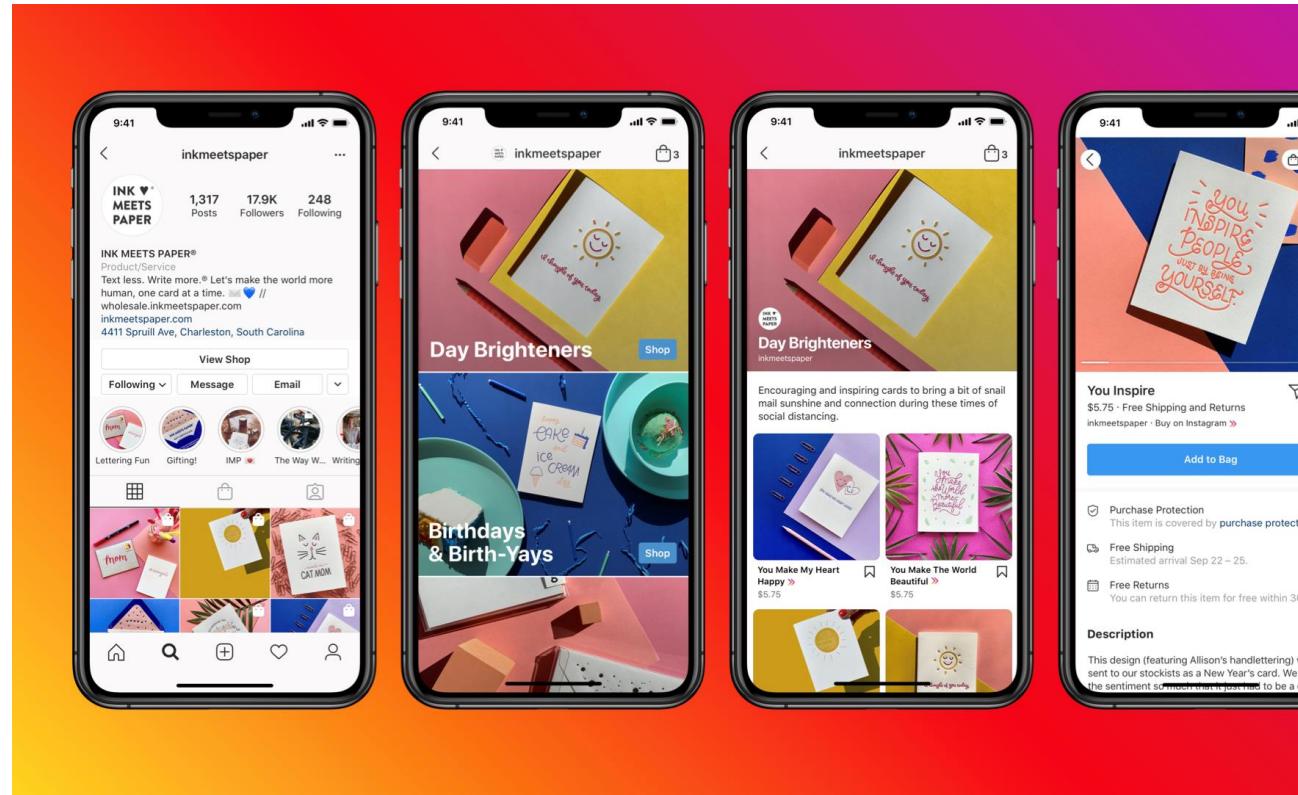
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Create an Ad

A dark purple background featuring a person holding a smartphone and several colorful paper dinosaurs. The overall theme is promoting TikTok for business marketing.

Access to large-scale marketplaces across the world

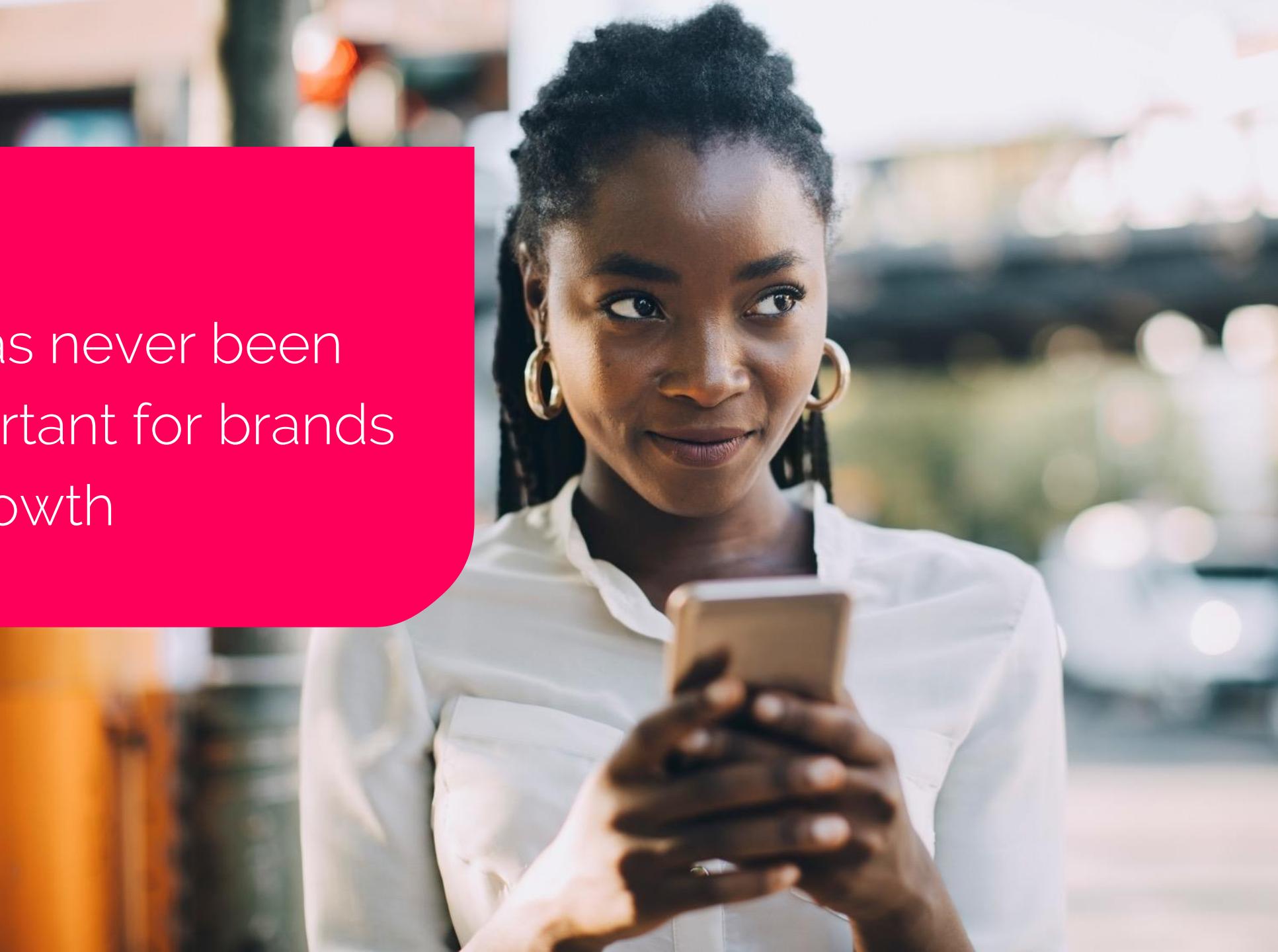
The image displays two smartphone screens side-by-side, each showing a different marketplace landing page.

Left Screen (Walmart Marketplace):

- Title:** Everything you need to know about applying to Walmart Marketplace
- Section:** Best Practices
- Call-to-action:** Read More
- Visuals:** A photo of two people smiling, one wearing glasses, and the Walmart logo.

Right Screen (Amazon Seller Central):

- Title:** Become an Amazon seller
- Text:** More than half the units sold in our stores are from independent sellers.
- Call-to-action:** Sign up, Learn more
- Visuals:** An Amazon box with the word "prime" printed multiple times along its side and the Amazon smile logo.

A photograph of a young Black woman with curly hair pulled back in a bun, wearing large gold hoop earrings and a white button-down shirt. She is looking down at a smartphone she is holding in her hands. In the background, there is a blurred view of what appears to be a library or bookstore with bookshelves. A red speech bubble shape is overlaid on the left side of the image, containing the text.

Amazon has never been
more important for brands
seeking growth

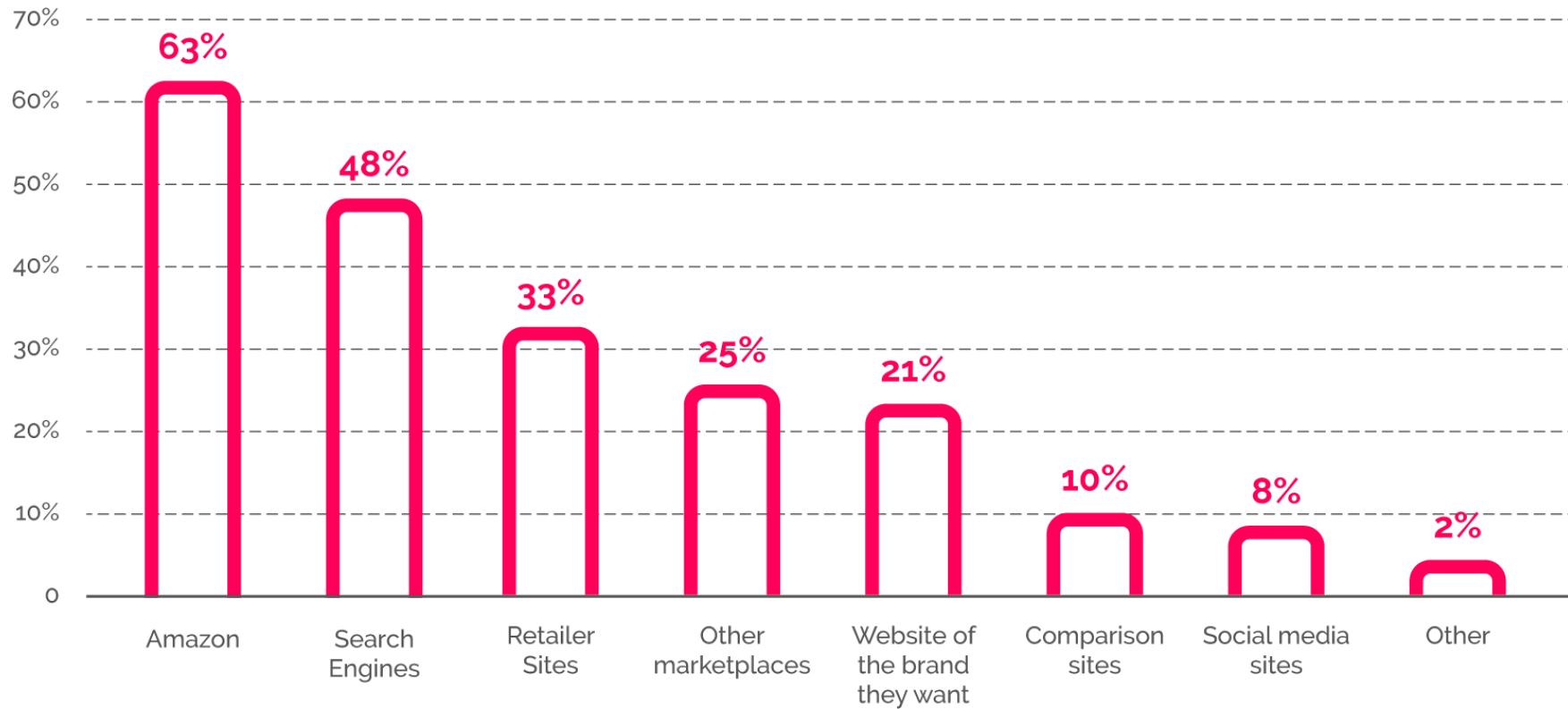
Amazon's retail/marketplace GMV continues
to grow at a high rate

\$335B
2019 GMV

\$475B
2020 GMV

\$42%
GMV growth YoY

63% of online shoppers start their product search on Amazon



Consumers are shopping on Amazon more often and will continue to do so

19% > 29%

April > August 2020

People who say they purchase on Amazon more often

12% > 20%

April > August 2020

People who believe they will maintain that habit when the pandemic is over

Source: smp COVID-19 tracker study: Wave1: Apr 3rd-6th 2020 (N=2009) / Wave2: May 27th-29th 2020 (N=2009) / Wave3: Aug 14th-18th 2020 (N=2031)

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5 learnings from
challenger brands who
are winning with Amazon
marketing

A wide-angle photograph of a person paddleboarding on a calm, blue lake. The person is seen from behind, wearing a red shirt and a cap, standing on a yellow paddleboard. The lake reflects the surrounding environment, including a range of mountains with patches of snow. The sky is clear with some wispy clouds.

1. Winners understand
how competitive
Amazon is

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High performance in a high competition category requires expertise, time and budget to achieve results

'headphones' search w/4 star+: 6000+ results

The screenshot shows a search results page for 'headphones' on Amazon. The left sidebar contains filters for delivery, climate pledge, department, avg. customer review, brand, price, deals, and connection type. The main area displays several products:

- Soundcore by Anker**: Incredibly sound for all. Shop Soundcore.
- Wireless Earbuds, Anker Soundcore Life P2**: Wireless Headphones with cVc 8.0 Noise Reduction. 4.5 stars, 20,584 reviews. £39.99.
- Anker Soundcore Liberty Air 2 Wireless Earbuds**: Bluetooth Earbuds, Targeted Active Noise Cancelling. 4.5 stars, 3,119 reviews. £49.99.
- Anker Soundcore Liberty Air 2 Pro True Wireless Earbuds**: Bluetooth Earbuds, Targeted Active Noise Cancelling. 4.5 stars, 266 reviews. £69.99.
- Sponsored**: 1MORE Triple Driver In-Ear Earphones Hi-Res Headphones with High Resolution, Bass Driven Sound, MEMS Mic, In-Line Remote, High Fidelity for Smartphones/PC/Tablet, Bluetooth Receiver Included, Gold. 4.5 stars, 111 reviews. £89.99. Save 5% with voucher. Get it Tomorrow, May 1. FREE Delivery by Amazon.
- 4pack Earbuds Color Headphones Heavy bass Earphone in Ear Headphones Headphones with Microphone**: Mobile Phone Earphone Wired Earphone 3.5mm Headphones. 4.5 stars, 2,436 reviews. £9.99. Get it Tomorrow, May 1. FREE Delivery on your first order shipped by Amazon.
- JBL Tune 700BT**: wireless, over-ear bluetooth headphones with streaming and voice assistant, up to 27 hours of music playback, in black. 4.5 stars, 875 reviews. £48.00. £69.99. prime Get it Tomorrow, May 1. FREE Delivery by Amazon. Only 2 left in stock. More buying choices. £33.63 (24 used & new offers).

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Melody Recommends

Build a business case for the investment required to meet performance expectations.

Invest in dedicated Amazon resource, whether that's internal or external.

A wide-angle photograph of a serene lake surrounded by majestic, snow-capped mountain peaks under a clear blue sky with wispy clouds. In the lower right foreground, a person wearing a red shirt and a green cap is standing on a yellow and white paddleboard, facing away from the camera towards the mountains.

2. Winners invest
in testing for the
long-term

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There are no short-cuts to testing. Building a base of knowledge about the category, its dynamics, the competition etc. takes time and money.



Melody Recommends

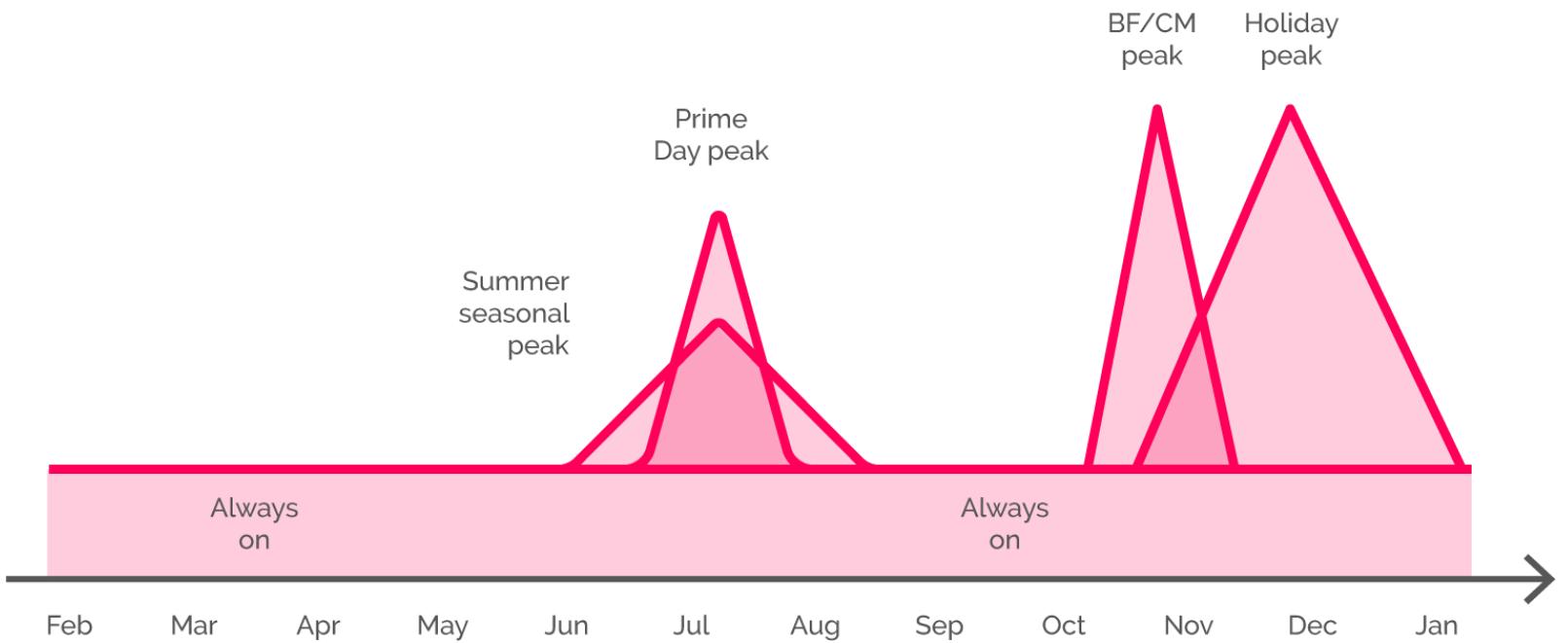
Ringfence 10% of Sponsored Ads budget for testing (ongoing) and allow 4-10wks to fully optimise campaigns for brands that are new to Amazon

A scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees along the shore, and a range of majestic mountains covered in snow under a blue sky with scattered clouds. A person is seen from behind, standing on a yellow and white paddleboard and holding a paddle, positioned on the right side of the frame.

3. Winners run
'always on' Amazon
Sponsored Ads

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Budget needs to be available and managed for the full year, including allowance for seasonal or event-based sales peaks



Melody Recommends

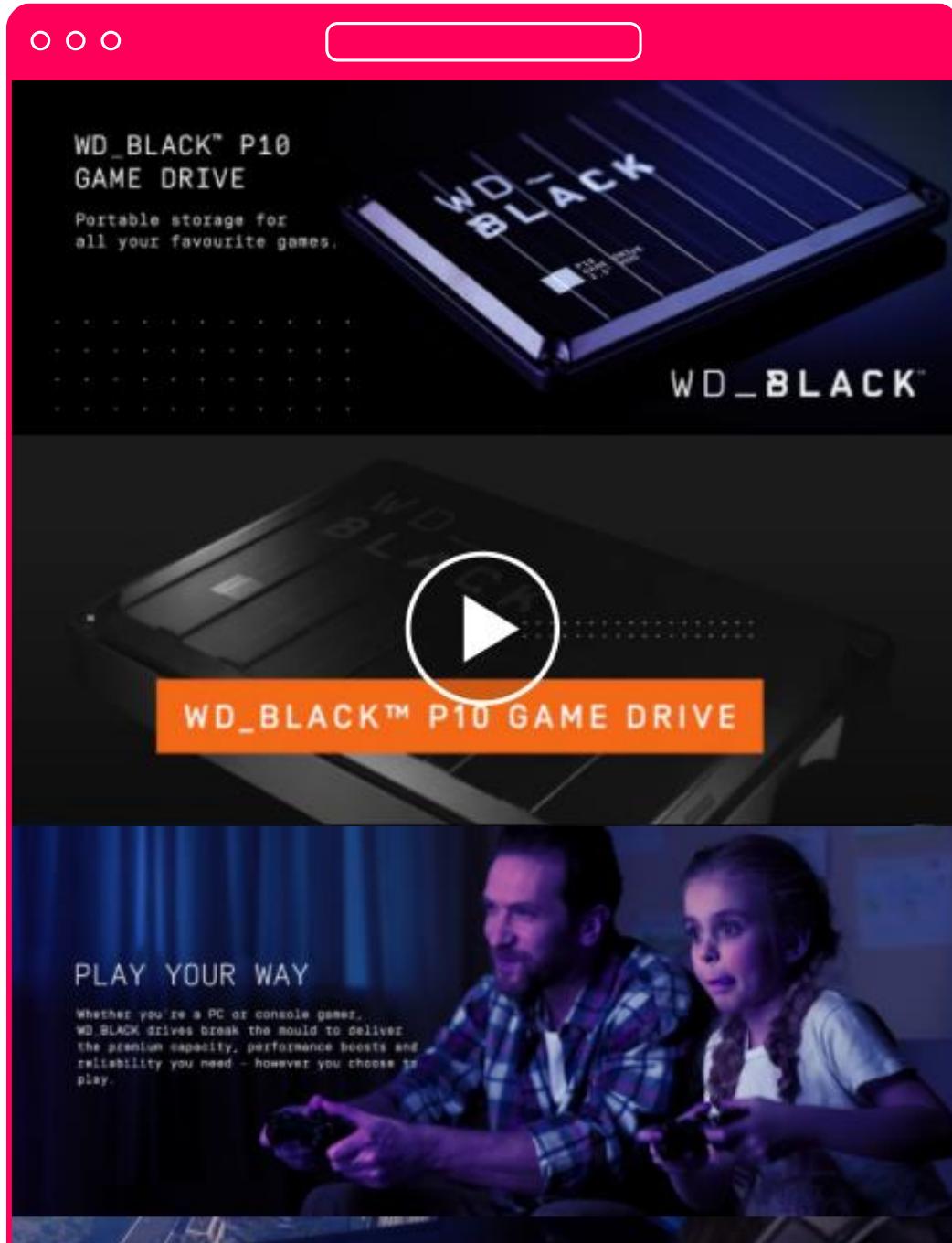
Use the results from the initial testing phase to build a business case for an 'always on' budget across the year

A scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees along the shore, and majestic snow-capped mountains in the background under a clear blue sky with some wispy clouds.

4. Winners leverage creative opportunities to bring their brand to life on Amazon

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A compelling brand story and differentiated positioning helps brands to challenge market leaders



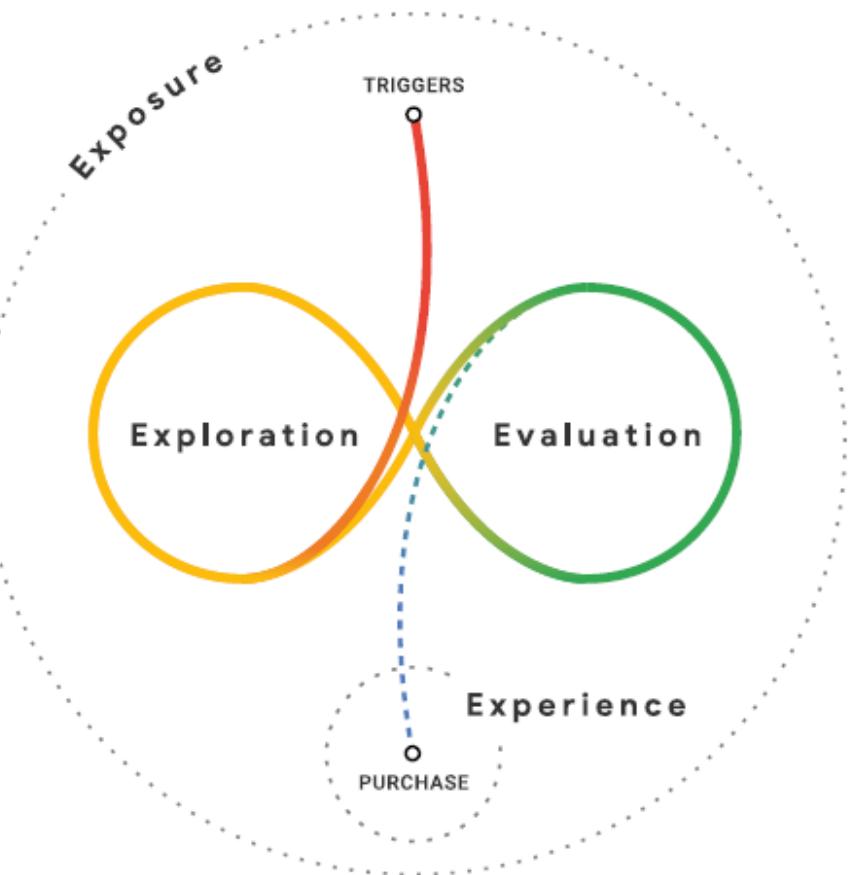
Melody Recommends
Ensuring all PDP, A+, Brand Store content clearly communicates your brand story and differentiated positioning

A scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees along the shore, and majestic snow-capped mountains in the background under a blue sky with scattered clouds.

5. Winners use marketing outside of Amazon to grow Amazon share of search

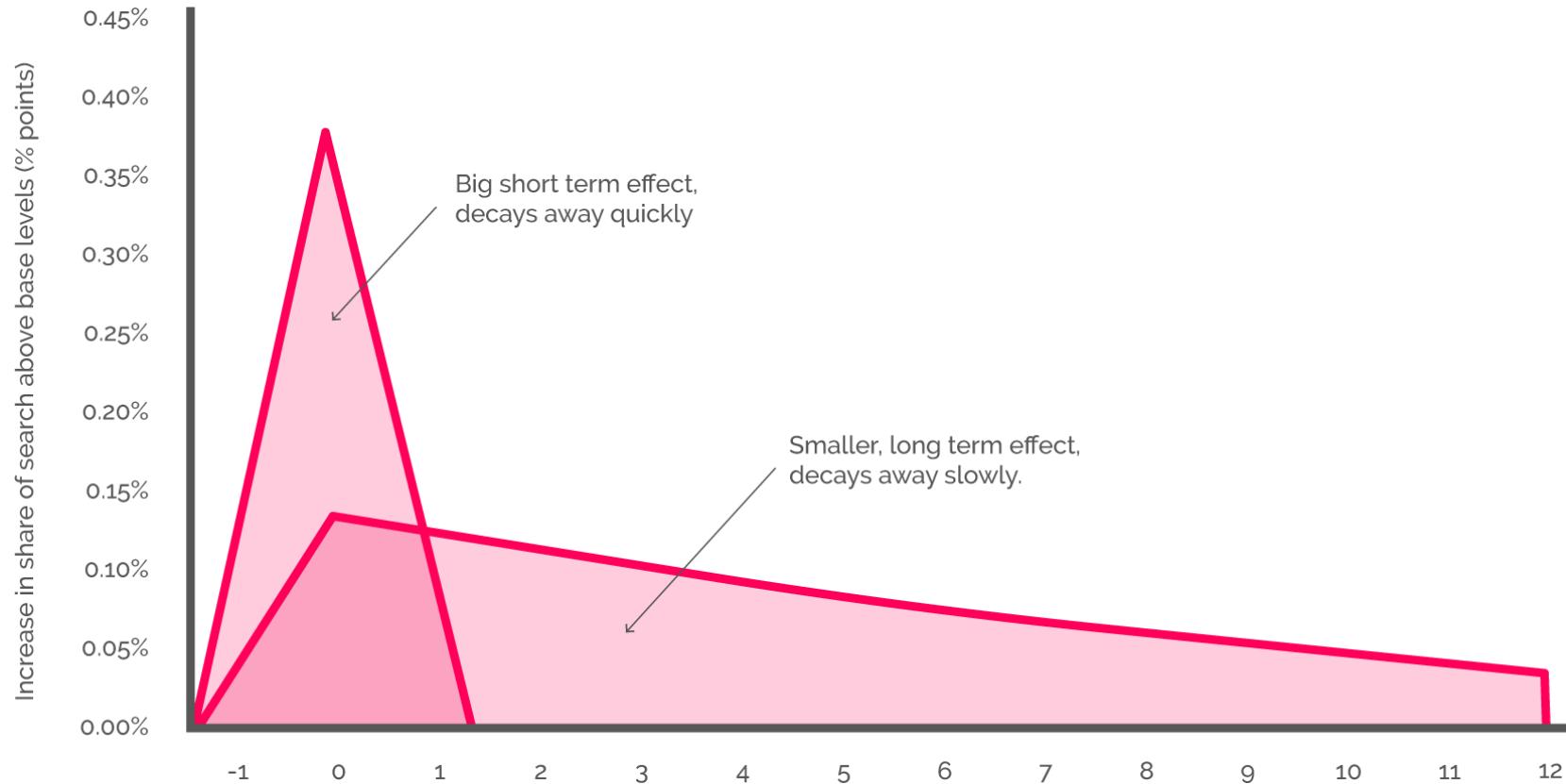
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Amazon does not operate in a vacuum



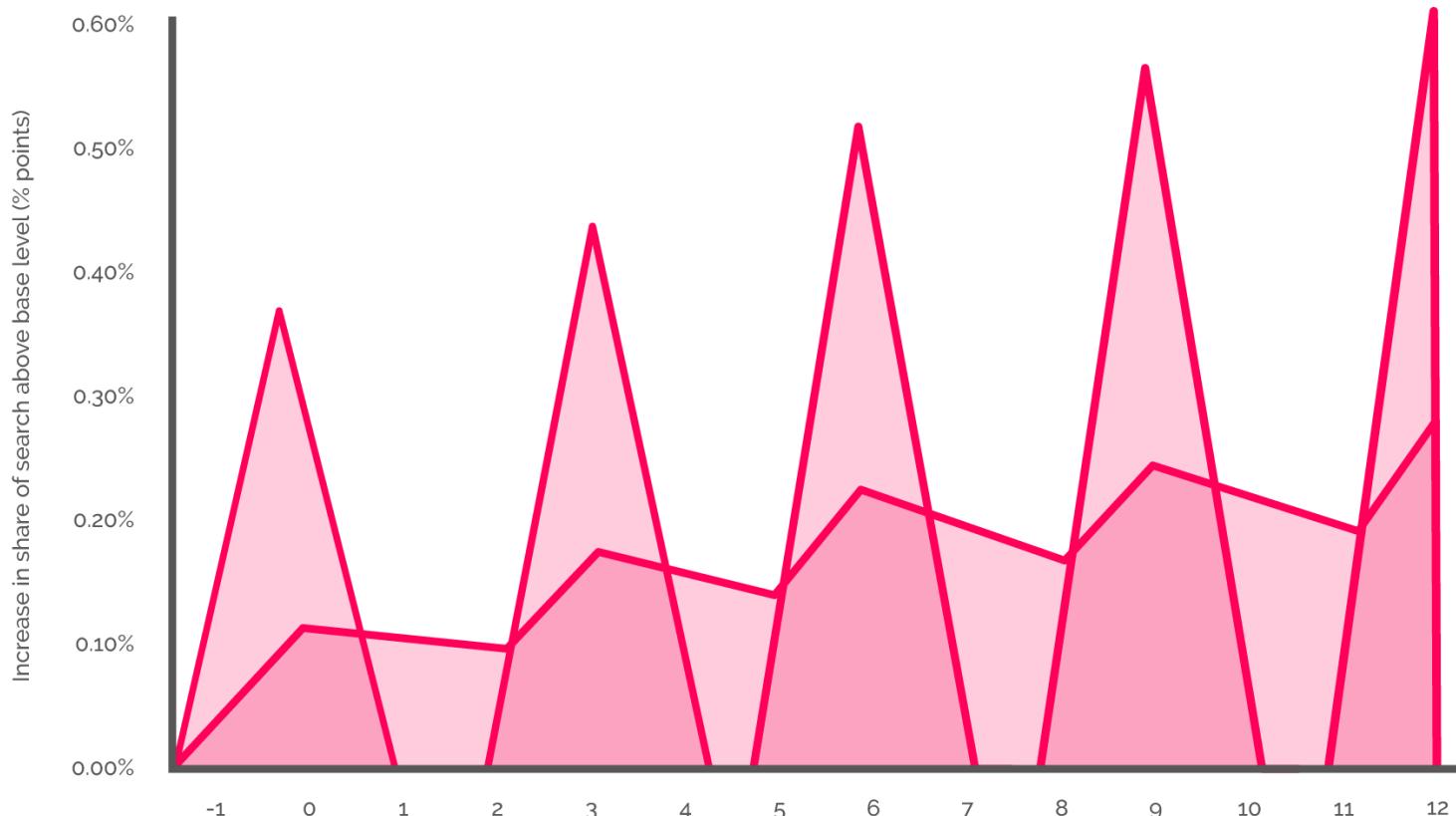
Advertising affects share of search

Effect of 1 month ad burst with 10% SOV: cars



Sustained advertising grows share of search: 60% of searches coming from the long-term effects and 40% from short-term effects

Effect of repeated ad bursts with 10% SOV: cars



Melody
Recommends

Invest up to 60% of overall advertising budget in longer-term brand building advertising

Blood Monkey – winning case study

Blood Monkey – giving Amazon shoppers a little ginspiration



Winning performance

Tripled sales in the week running up to Black Friday

Within two months of launch, we'd helped the brand achieve top 5 status in the Irish Gin category

6 Amazon growth strategies for challenger brands

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Use everything Amazon gives you

✓ Prioritise content

The screenshot shows an Amazon product page for Athrú Keshcorran Whiskey. At the top, there's a navigation bar with links like 'All', 'Best Sellers', 'Customer Service', 'Kindle Books', 'Free Delivery', 'Food & Grocery', 'Buy Again', 'Vouchers', 'Gift Ideas', 'Toys & Games', and 'Shopper Toolkit'. A 'Amazon Prime | 30-day free trial' button is also present. The main image features the bottle of Athrú Keshcorran and its packaging box, which has a gold and white design with the text 'ATHRÚ KESHCORRAN' and 'HERE'S TO CHANGE'. Below the main image, there are two smaller images: one showing the product in a straw bed, and another showing three bottles of Athrú Whiskey. The product description text includes:
Inspired by Celtic Mythology. Produced by Lough Gill.
For four years our Whiskey has rested, finishing in casks hand-selected by Billy Walker, World Distiller of the Year, to bring out unique notes, colours and flavours.
Three trilogies of exceptional single malt Irish Whiskey released across three years. Each limited to just 6,600 individually numbered bottles. The first, the Creative Trilogy, tells stories of ancient Ireland, presented as a First Edition. Highly crafted, highly collectable, discover the first story - Athrú Keshcorran.
The art of whiskey
Each Athrú Whiskey is influenced by a different Celtic Myth, delivered in a presentation box that opens like a book to bring to life an ancient Irish story.
Athrú Keshcorran tells the old Celtic Myth of King Cormac, the first great High King of Ireland. His birth is a thrilling, terrifying and redemptive tale of destiny and transformation. The son of Etana (Ireland's most beautiful woman) and his doomed father King Airt, Cormac became a legendary monarch equivalent to an Irish King Solomon.

Colour
Before you taste Athrú Keshcorran Whiskey, first take a moment to appreciate its warm, golden colour. Simply hold your glass up to the light, or over a piece of white paper, to reveal the whiskey's golden glow. The richer the colour, the more concentrated the flavour.

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Look for opportunities in the data

- ✓ Prioritise content
- ✓ Test and learn

The screenshot shows the 'Settings' section of an Amazon advertising campaign. It includes fields for Campaign name (Campaign - 13/05/2021 00:00:00), Start date (13 May 2021), End date (No end date), and Daily budget (€). The 'Targeting' section is highlighted with a red box, showing options for Automatic targeting (selected) and Manual targeting. Below this is the 'Campaign bidding strategy' section, also highlighted with a red box, showing options for Dynamic bids - down only, Dynamic bids - up and down (selected), Fixed bids, and Adjust bids by placement (replaces Bid+). At the bottom, there's a 'Create an ad group' section with a 'Settings' tab and an 'Ad group name' field containing 'Ad group 1'. The 'Products' tab is also visible.

Get your product flywheel spinning



- ✓ Prioritise content
- ✓ Test and learn
- ✓ Build the flywheel

Don't worry about the household names

The image displays two side-by-side screenshots of Amazon product pages for Fever-Tree Tonic Water. Both pages feature a red rectangular box highlighting a specific product variation.

Screenshot 1 (Left): Fever-Tree Indian Tonic Water

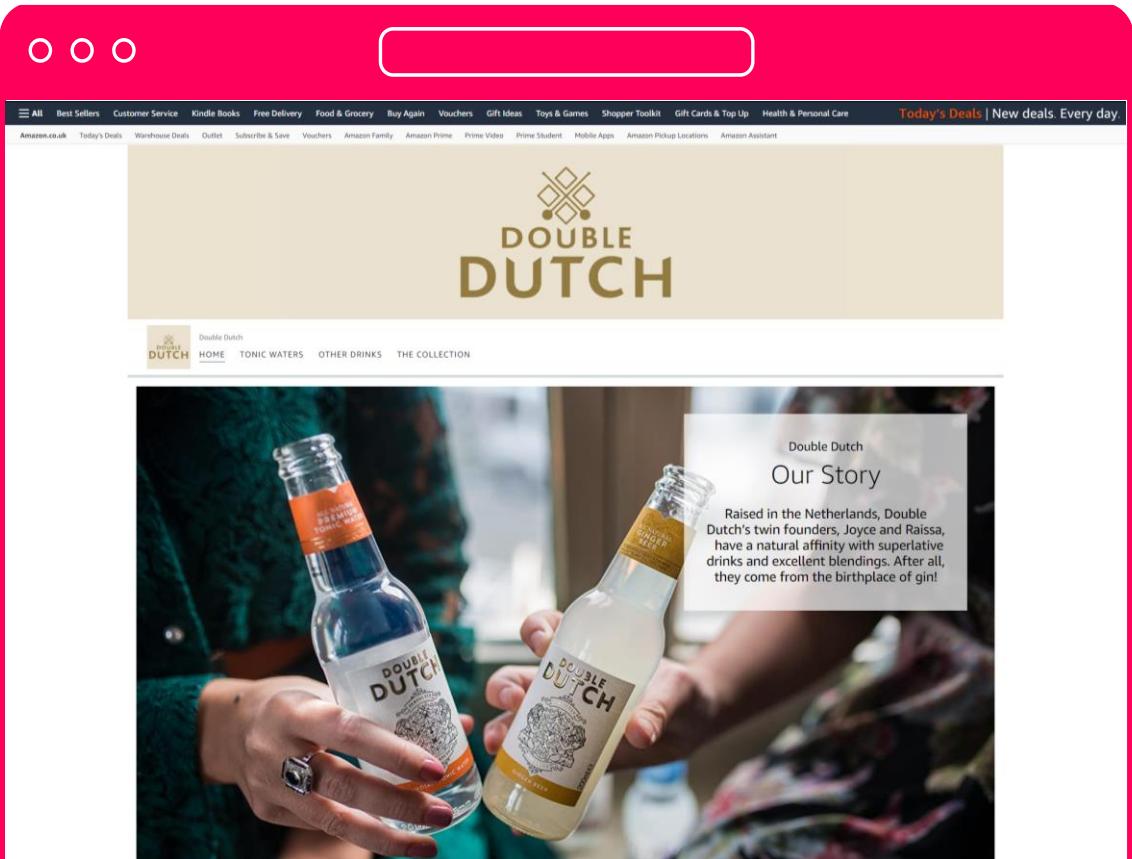
This page shows a yellow box of "Fever-Tree Premium Indian Tonic Water" containing 8x150ml bottles. A red box highlights the "Double Dutch Tonic Water, 200 ml, Indian, Pack of 4" variation, which is shown in a smaller image below the main product image.

Screenshot 2 (Right): Fever-Tree Refreshingly Light Mediterranean Tonic Water

This page shows a white bottle of "Fever-Tree Refreshingly Light Mediterranean Tonic Water". A red box highlights the "Double Dutch Tonic Water, 200 ml, Indian, Pack of 4" variation, which is shown in a smaller image below the main product image.

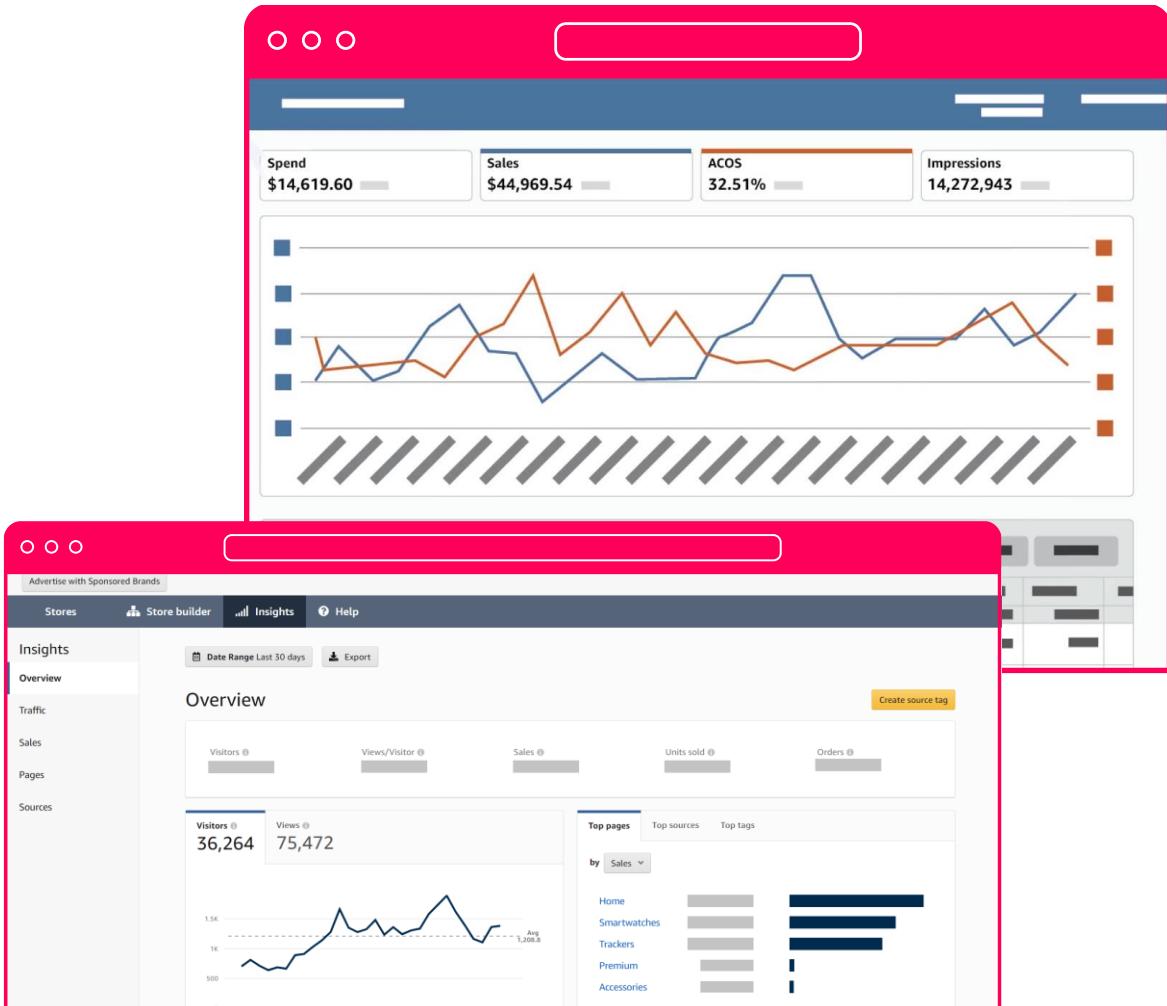
- ✓ Prioritise content
- ✓ Test and learn
- ✓ Build the flywheel
- ✓ Target brands for visibility

Keep your brand front of mind



- ✓ Prioritise content
- ✓ Test and learn
- ✓ Build the flywheel
- ✓ Target brands for visibility
- ✓ Use all the advertising features

Invest in the right places



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- ✓ Prioritise content
- ✓ Test and learn
- ✓ Build the flywheel
- ✓ Target brands for visibility
- ✓ Use all the advertising features
- ✓ Get the right tools

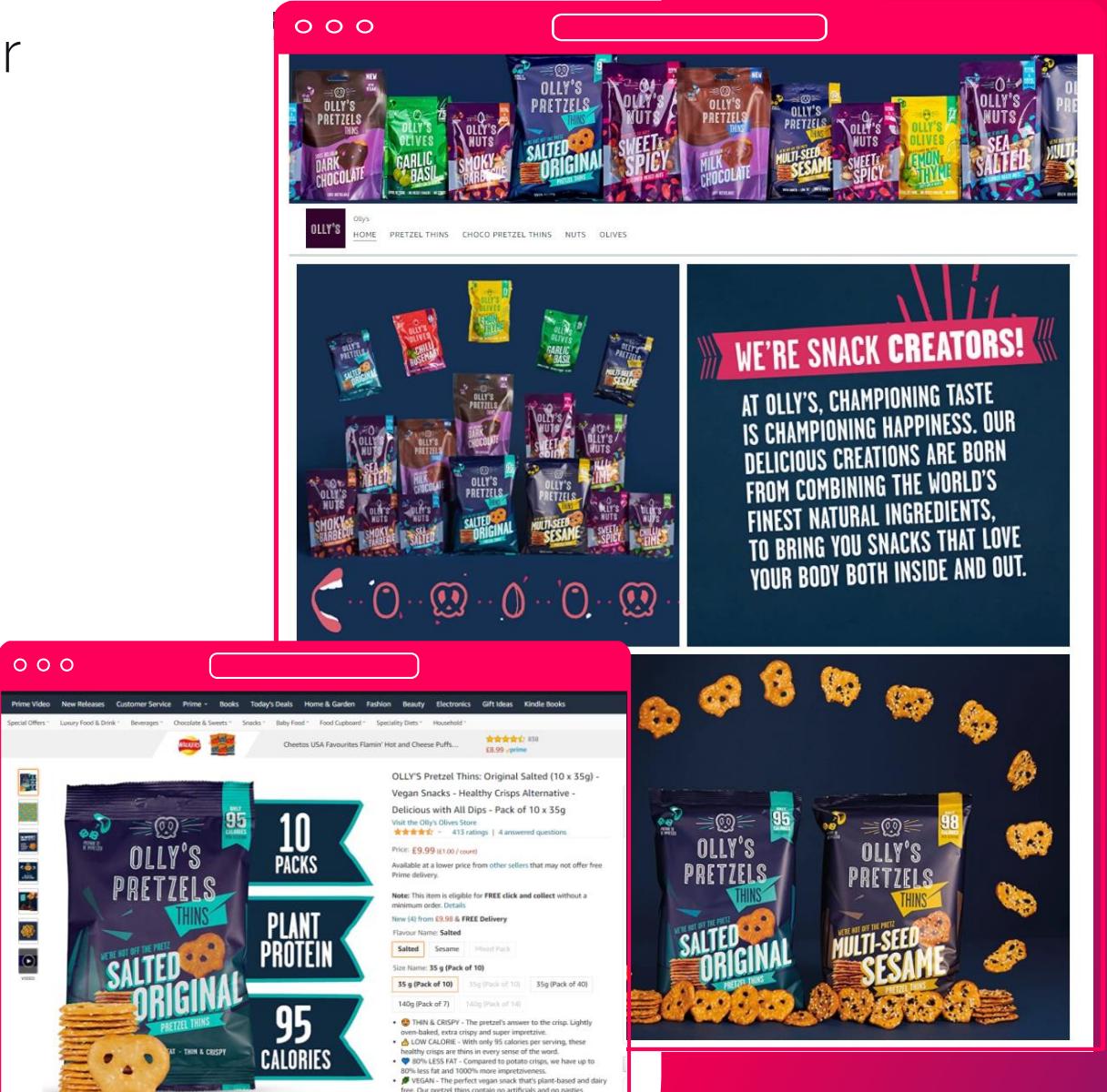
A wide-angle photograph of a serene lake surrounded by majestic, snow-capped mountains under a clear blue sky with wispy clouds. In the lower right foreground, a person wearing a red shirt and a cap is standing on a yellow and white paddleboard, facing away from the camera towards the horizon.

OLLY'S – a challenger brand perspective

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1. Key learnings from the first year on Amazon

- There's another pot of revenue at the end of the online opportunity rainbow
- Treat every customer as if they are your first / don't lose the essence of your brand
- Use other successful brands as a creative rudder
- Manage your expectations - it's a marathon not a sprint
- Every day is a school day with Amazon



2. Biggest surprises working on Amazon

- Amazon for online = avengers for superheroes
- Like a supersized onion, there are so many layers to it
- Be mindful of the fees & logistics
- It's a universal language

OLLY'S

available at
amazon

melody



3. Working with an agency

- Be clear on your objectives & financial goals
- Look for recommendations from other brands you trust & admire
- It's a massive time saver - both now & for the future
- It's your baby always stay in the conversation & keep pushing forward

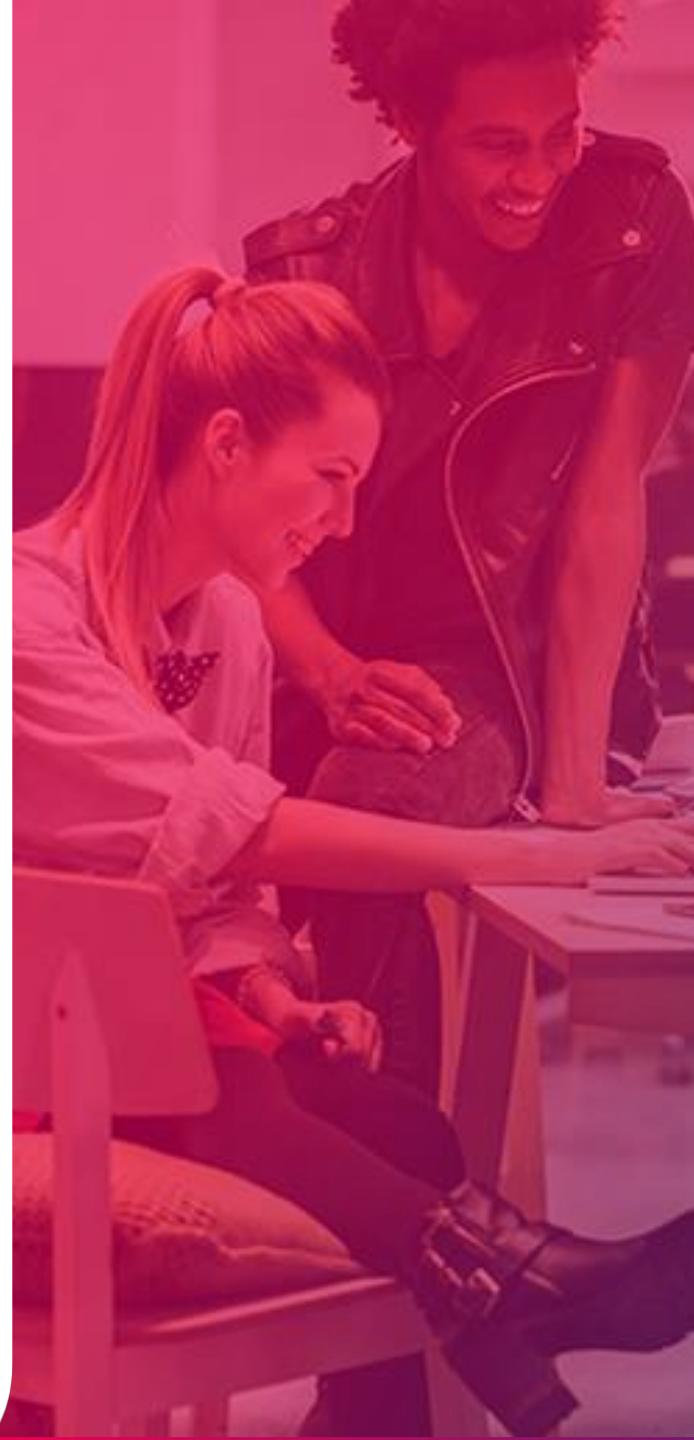
A GREAT PRODUCT + A GAP IN THE MARKET



WELL CHOSEN AGENCY



COOKING WITH GAS



The background of the image is a wide, flat desert floor, likely salt flats, under a vast sky. The sky is filled with wispy clouds that are illuminated from below by the setting sun, giving them a warm, orange-pink hue. In the far distance, dark silhouettes of mountains are visible across the horizon.

Q&A

A wide-angle photograph of a vast, flat landscape, likely a salt flat or desert floor, stretching to a distant horizon. The sky above is filled with wispy clouds colored in shades of orange, pink, and light blue, suggesting either a sunrise or sunset. In the far distance, dark, silhouetted mountains are visible against the horizon.

thank you

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melody part of
smp