



NATHAN

The marketing challenge for Nathan, a leading running accessories brand, was to create a breakaway strategy that would not simply take market share from competitors, but also grow the entire category. In Nathan's two largest segments, hydration and visibility, it was locked in a market share stalemate with multiple brands, all of whom had 15-25% share at any given time, depending on product launches. Nathan needed a more sustainable brand product and marketing strategy in order to break free of the cluttered and fragmented market. They turned to Brandemic (formerly BrandRx Marketing) to help unlock the straightest path to success.

Through runner-driven insights that informed new product adaptations and an aggressive retail marketing strategy, Nathan reframed nice-to-have "accessories" as must-have "essentials". The newly aligned team revamped its internal processes and brand voice in order to create groundbreaking campaigns and launch events that reset the bar for retail partners and consumers.

Our founder, Brent Hollowell, was named VP of Marketing to help accelerate the process and Nathan emerged three short years later as the undisputed industry leader with over 70% market share in both the hydration and visibility categories (up from 25% and 20%, respectively) while increasing the total revenues of each category by 4x during the same period.

Nathan drove new retailer and consumer habits at the same time it grew sales and profitability, while strengthening the brand throughout that journey. A great reminder that while products are built in the factory, brands are built in the mind.