

HOW BODYGUARDZ PROVED ITS GROWTH POTENTIAL AND WON MORE DISTRIBUTION



THE BUSINESS CHALLENGE

In 2002, BodyGuardz brands got its start as NLU Products, a device protection company, specializing in screen protection. Since then, the company has grown into an organization that provides thousands of protection products to mobile device users worldwide.

With shelf space in a large wireless retailer and strong direct-to-consumer sales results, BodyGuardz set its sights on increasing in-store distribution to reach additional consumers and continue to grow brand awareness.

To prepare for discussions with retailers, the company wanted a more in-depth view of the competitive cell phone accessories category and partnered with us to make its case.

HOW WE HELPED

Our account and **Market Intelligence** team knew total sales and market share was only one piece of the puzzle. To better understand how BodyGuardz' items were selling compared to the competition, the team leveraged our **Store-Level Enabled** data to calculate the rate of sales, which shows how products are selling in the stores where they're carried. Sales rate, also known as velocity, identifies the fastest-turning products, not just those that are the highest selling because they have the best distribution and/or assortment. Our **Store-Level Enabled Retail Tracking** showed BodyGuardz was among the top five fastest-turning cell phone case brands.

To further showcase its success, BodyGuardz leveraged our point-of-sale data to demonstrate to retailers that it had also become the fastest-growing case brand for Apple and Samsung cell phones among the top 20 best-selling brands (in the 12 months ending October 2016 compared to the previous year).

Among the Top 20 Cell Phone Case Brands, BodyGuardz Was...



among the **TOP 5 FASTEST TURNING**



the **FASTEST GROWING** for Apple and Samsung cell phones

Armed with this information, BodyGuardz was well equipped to show prospective retailers that although it did not have the highest market share, its cases were among those with the strongest productivity and growth potential.

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THE OUTCOME

By looking at the brand's performance a bit differently—leveraging velocity, which provides insight into sales controlled for distribution—BodyGuardz could show retailers how it measured up against the competition. The brand was also able to illustrate its growth potential, which helped to secure a test placement in a big-box sporting goods store, and distribution in a national retail chain.

“We’re constantly exploring new form factors, cutting-edge materials and concept combinations to create mobile solutions that are uniquely beautiful, durable, and forward thinking. We believe our phone cases are the best on the market, and we’re thrilled our hard work has been well received by our customers, and that they love our cases as much as we do.”

– Leslie Greve
Senior Director of Category Management,
BGZ brands

LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

HOW VELOCITY WORKS

Velocity tells you how well your product sells where it's available for consumers to purchase.



ABOUT NPD'S STORE-LEVEL ENABLED RETAIL TRACKING

It's not just *how much* you're selling; *it's how fast*. By capturing store-level data feeds directly from retailers, we're able to offer new metrics, at new levels. We now measure **velocity**, which tells you **the rate** at which products are selling for a better measure of performance. And, we can report below a national level, so you can monitor sales by retailer, region, or territory. Want to know if consumers love what you make? Velocity can tell you. What's the upside potential, if any, of winning wider distribution for a particular item? Velocity can tell you.

ABOUT NPD'S TECHNOLOGY MARKET INTELLIGENCE TEAM

NPD's Technology Market Intelligence team complements our industry analyst program by focusing on more tactical strategies that are being deployed effectively in the U.S. Through our Technology Topline, Tech Talks, QUANTIFY, and hot topic briefings email communications, the Market Intelligence team provides insights and trends on the categories that matter most to our clients.