

Keep ahead of the curve, no matter the marketplace conditions

With access to collective intelligence & industry leaders who create new paths to win.



locations each year

We work across the entire path to purchase, shaping every way people shop





Only 15% of brands in the marketplace reach their objective

We exist to help emerging brands not only beat that stat, but accelerate their growth.



Trailblazing | Emerging Brand Solutions Powered by FDM

FDM

Boutique agency within Advantage, specializing in growing brands

45+ teammates who are retailer and emerging specialists

Experts in **natural** and **conventional** channels



ADVANTAGE

Uniting force between brands, retailers and people

70K+ teammates serving over 100,000 retail locations each year

Leading provider of innovative outsourced sales, marketing and retailactivation solutions for CPG companies & retailers



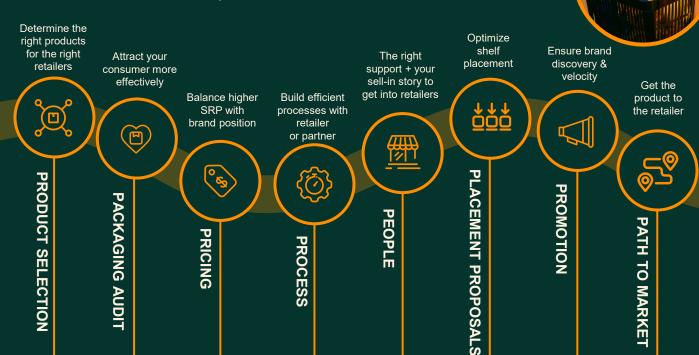
With access to insights across the entire shopper journey, our unrivaled vantage point becomes your Advantage

We unlock insights using best-in-class tech and real-time data to build your sales story

99% First-year sales

growth for clients switching to us

Your considerations, Our recommendations



OUR TEAM IS YOUR CHAMPION IN THE MARKET

Category leadership HQ sales



Distributor Management Admin



Category review & new item sell-in



Planning & performance reviews



Getting into shoppers' hearts & carts

