

HIGH-VALUE RETURNS

Keep ahead of the curve, no matter the marketplace conditions

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

70K

Teammates flexing & serving over 100K retail locations each year

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

Bringing product to digital and physical shelves

Into Shoppers' Hands



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 retail-activation 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

Determine the right products for the right retailers



PRODUCT SELECTION

Attract your consumer more effectively



PACKAGING AUDIT

Balance higher SRP with brand position



PRICING

Build efficient processes with retailer or partner



PROCESS

The right support + your sell-in story to get into retailers



PEOPLE

Optimize shelf placement



PLACEMENT PROPOSALS

Ensure brand discovery & velocity



PROMOTION

Get the product to the retailer



PATH TO MARKET

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