

# CASE STUDY



Beyond helped our Distributor to establish a Blizzard “gear store”. When we first started we only made Blizzcon specials. As they grew globally, they saw the potential of Branded merchandise to generate profit and provide for fan base needs. Beyond also help them with China Distribution (Netease) and among other territories. We help build from a simple marketing budget to a target of \$100 Million USD in retail sales.



\*Many Items that Beyond produced are being sold at 5X~10X of Retail value.

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Bacardi was looking to expand their brand into Costco and they selected the Grey Goose vodka brand. After the selection, they needed help to get into stores. Having a short window to execute the project, Beyond worked tirelessly with our ASI distributor to understand Bacardi/ Grey Goose and design a VALUE ADDED PACK exclusively for Costco. In the first year, we started with only with Costco California, and the pack sold out in less than 2 weeks. By the second year, it went National and the order quantity went up 10x (over 10 million USD program). Currently, it is now a staple program for Bacardi/ Grey Goose in Costco.

