



# MEMBER SUCCESS STORY

*Read below how the MKC's marketing tools and templates helped one marketer get senior-level buy in for an online campaign for an established product.*



**Brand Portfolio Manager  
at American Licorice**

**“I used the case studies from the Ask the Expert Research Service to convince marketing decision-makers and key sales management personnel to fund my marketing strategy.”**

When I needed to support my case to senior management for an online nostalgia campaign for an established product that we are now marketing to children and their parents, I reached out to the ANA Ask the Expert Research Service.

The service provided valuable case studies from Pepsi's Mountain Dew, Converse, Dr. Martens, and other brands; timely information on past nostalgia campaign outcomes complete with sales and social media engagement statistics; actionable best practices for nostalgia campaigns; and a useful article on rebranding do's and don'ts.

I used the case studies to convince marketing decision-makers and key sales management personnel to greenlight and fund my marketing strategy. The brand re-launch strategy and in-market tactics were approved and several brand KPIs were achieved as a result (including brand sales exceeding budget and forecast by 43 percent). The most successful tactics were expanded and implemented in additional markets. Moreover, year one results from the campaign led to a 20 percent increase in funding for the 2014 budget year.

The ANA is now a regular source for information on a wide variety of topics and research needs. Their support was greatly appreciated.

**The Marketing Knowledge Center (MKC) actively connects ANA members to the marketing resources they need to be successful. Access additional MKC content, ask for a customized research report, or participate in ANA research at [www.ana.net/mkc](http://www.ana.net/mkc).**