

# Calm, Cool, and The Collective

How Chameleon Collective helped MISSION break into the new world of Amazon Marketing.



## CLIENT OVERVIEW

**MISSION is an emerging workout apparel brand that's passionate about performance.**

While delivering world-class innovations that meet the demands of athletic lifestyles, Mission's HydroActive™ (EnduraCool™) instant cooling technology chills fabric surface temperature by up to 30° to help you control temperature on demand. Quick cooling means you command a competitive edge – and when you control temperature, you unlock performance.

## CHALLENGE

With a tight grip on thermoregulated apparel technology, MISSION had the product and the vision needed to disrupt an entire industry, but what they lacked were the resources and “know how” for growing and promoting their business on Amazon. They needed a team with deep knowledge of Amazon Marketplaces and Amazon Marketing Services (AMS) to swoop in and optimize new product content and advertising for strategic distribution across the channel.

## SOLUTION

**A team of specialized Chameleons with a combined experience in executing across Amazon stepped in to help MISSION research, develop, and launch a very large and incredibly detailed AMS campaign to promote a new line of athletic apparel.**

Refusing to settle for ordinary, the team dug deep and worked at a granular level to better improve MISSION's product messaging in order to optimize search, launched and optimized paid marketing on AMS in accordance with daily category trends, audited customer reviews, and evaluated the overall health of their Amazon account.

**The result was a successful campaign that was on-trend and on-target with an audience that knows a thing or two about hard work.**

## RESULTS

**After the launch of our campaign, MISSION went from zero to nearly seven figures in paid sales through Amazon at an Average Cost of Sale of 11% during the summer campaign.**

Our success helped MISSION secure a strong foundation on Amazon, allowing them to continue growing their business across the platform — a territory they had no prior experience working in.

## LET'S CHAT

MISSION's first foray into the world of Amazon is another story of success added to the greater Chameleon Collective canon. As companies continue to evolve alongside our ever-changing digital landscape, Chameleon can help you scale your business by leveraging the latest growth marketing strategies.

**Are you ready to work with us?**

Contact [hello@chameleon.co](mailto:hello@chameleon.co)

**chameleon**/collective

