



Tenlo worked closely with MAGNET, an accelerator of physical goods manufacturing, to quickly and affordably validate a Battle Toss product concept and identify a ready-to-buy market



Tenlo used rapid testing to evaluate the audience, messaging, channels and pricing, and then crafted a marketing plan with those learnings to create demand and drive sales during the holiday shopping season



**Conduct
Research**



**Establish
Digital
Presence**



**Host
Experiential
Event**



**Validate
Product
Value**

Challenges

- 1 Build a brand from the ground up**
- 2 Gain visibility in a crowded party/skill/family game market**
- 3 Determine the path to conversion in a short time frame**
- 4 Achieve results with only \$20,000**



Insights

ONLINE VISIBILITY

Battle Toss features a portable design that can be played anywhere, but research uncovered that the highest opportunity would be to market it as an “outdoor” or “yard” game

We identified Millennials and Millennial Parents as key early adopters due to their affinity for outdoor, active play and tendency to share leisure and recreation activities on social media

ECOMMERCE

Millennial shoppers want peer validation and visible social proof prior to significant purchases

Considered to the shift in shopper behavior during the prime holiday shopping season

Strategic Approach

PRE-EVENT

Built a minimal viable product (MVP) website with search-friendly product information, holiday messaging and ecommerce capabilities

Planned an experiential event and promoted it on social media

AT-EVENT

Hosted a local experiential event, where we gathered consumer feedback and visual content

Incorporated a #hashtag and social-sharing components at the event to increase online visibility

POST-EVENT

Created and deployed a follow-up email containing a coupon code to all event attendees

Populated the MVP website with content gathered at event, including photos, videos and testimonials

Added special holiday offers to the website

Winning Results

+100%

exceeded projections by selling the entire product inventory before Christmas and then continued accepting backorders

B2B

received the first bulk B2B order from a gaming rental company

2x

click-thru rates were double the industry average for paid search

3%

conversion rate from paid search