



## Case Study

Scaling Premium Chocolate Sales at Costco  
Company X × MOJO Sales & Branding × Fractional Brand Managers

### Executive Summary

Company X partnered with MOJO Sales & Branding and Fractional Brand Managers (FBM) to execute two high-impact Costco Roadshows at the Brooklyn warehouse. The partnership combined expert in-store execution, strategic brand oversight, integrated digital marketing, and post roadshow engagement systems to drive strong sales velocity, elite conversion ratios, and repeatable results.

### Brand Context & Challenge

Operating in the premium chocolate category, Company X required more than product quality alone to succeed at Costco. The Roadshows needed to convert heavy foot traffic into buyers, maintain consistent multi-day performance, deliver executive-member-level results, and reinforce brand credibility in a competitive retail environment.

### Strategy & Execution

MOJO Sales & Branding led staffing, scheduling, and in-store execution with experienced Roadshow professionals trained in premium product selling and aligned to peak Executive Member traffic. Fractional Brand Managers provided strategic oversight across merchandising, messaging, and digital promotion while monitoring performance data.

### Integrated Digital Marketing

Targeted Meta advertising campaigns focused on Costco members within a five-mile radius of the Brooklyn warehouse, generating measurable pre-store demand that directly supported Roadshow performance.

**Campaign Totals:** \$4,076.57 spend | 236,888 reach | 570,003 impressions | 5,139 landing page views (\$0.39 avg) | 1,230 event responses

### Long Term Roadshow Engagement

Roadshow engagement opportunities through manufacturer rebates and newsletter sign ups.

**Campaign Metrics:** Estimated 22% sales lift | \$2,349.69 spend | 160 redemptions in first 7 days | 62.7% newsletter opt-in rate

### Roadshow Performance Highlights

**October:** \$47,043 sales | 2,861 units | 1 sale per 12.5 shoppers

**December:** \$82,680 sales | 4,763 units | 1 sale per 7.6 shoppers (75% revenue increase)

## Key Takeaways

- Coordinated MOJO + FBM execution materially improved performance
- Integrated digital advertising amplified in-warehouse results
- Conversion efficiency—not foot traffic alone—was the primary driver of success

**If you want the best, give MOJO and Fractional Brand Managers a call today.**

### Links to Services Leveraged



[Mojo Sales & Branding](#)



FRACTIONAL  
BRAND MANAGERS

[FBM](#)

COTE MEDIA

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Séve

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