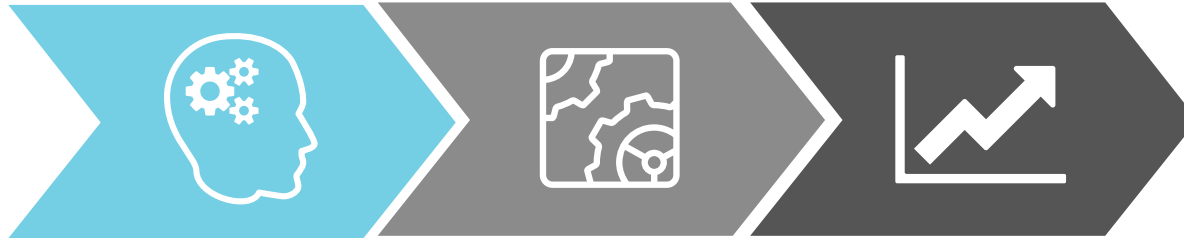


OUR APPROACH:

Case Study:

# Privately Held Direct to Consumer Products



## Rethink

Middle market consumer products company was facing decreased sales and negative EBITDA. The Company was spending in excess of \$250mm annually in print media primarily in newspapers and periodicals with diminishing returns.

## React

Aurora was named CRO of the Company and immediately launched an operational review, developed tracking systems to understand the consumer's catalyst to purchase products and cost of same.

## Results

The Company made operational changes including outsourcing its call center and enhancing resources for the development of new products. The Company, under direction from Aurora, transitioned 45% of its marketing budget to digital resources. Within 6 months the sales decline was reversed and within 12 months the Company had a positive TTM EBITDA.