



Enhancing retailer partnerships

Costco alli[®] sales exceed other retailers
Strengthened Costco-alli[®] relationship
35% of sales from 1st-time buyers

alli[®]

The challenge

GlaxoSmithKline Consumer Healthcare (GSK CH) knew that sharing real weight-loss stories from real people was the way to grow sales but they needed a retail partner to execute their ideas in-store. Costco, a membership-based wholesaler, was a good candidate for this partnership given its strong member relationships and desire to deepen the sense of community with its members.

Our approach

GSK CH and Costco through C Space launched The Costco Alliance community of alli[®] users and Costco members to hear all about real weight-loss journeys, including challenges, successes, lifestyle changes, support systems, self-image, aspirations, fears, hopes, meal planning, and changes in shopping habits and needs. These real weight loss stories were shared out through The Costco Connection magazine, a magazine reaching over 8 million readers, with the goal of creating a ripple effect that would boost sales and strengthen consumers' trust in and relationship with both Costco and alli[®].

The result

Costco sales of alli[®] exceed those at other retailers; 35% of all alli[®] purchases at Costco come from first-time buyers.

Sales of alli[®] at Costco were steady in a difficult economic climate, and not subject to seasonal spikes and dips historically experienced at other retailers.

In addition, the relationship between customers and Costco was strengthened, resulting in conversion to franchise and future GSK CH partnerships with the company. The sheer scope and scale of these achievements are testament to the power of letting customers into your business, building relationships with them, and involving them as partners, not respondents. We believe it's the sense of trust and partnership that enables everyone to achieve such remarkable results.