



# ARMSCOR-ROCK ISLAND ARMORY®

Branding



### THE CHALLENGE

Arm Scor-Rock Island Armory (RIA) was a large worldwide player in the ammunition and firearm industry that lacked recognition in the world's largest market for those products – the United States. Arm Scor-RIA was facing consumer and media confusion in a competitive marketplace and sought to promote itself as the best value in the industry.



### THE GOAL

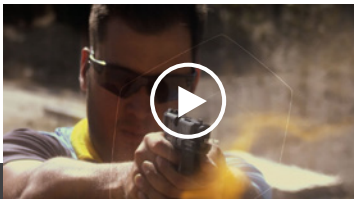
Establish an effective U.S. presence and support worldwide marketing efforts while navigating Arm Scor and RIA brands. Launch new TCM platform of products. Provide guidance on brand unification through thought leadership and consultation on strategically positioning the dual brand consistently internationally.



### THE IDEA

Through careful branding, positioning, and public relations, Epicosity has helped to establish Arm Scor and Rock Island Armory to customers worldwide.

In addition, the evolution of Arm Scor's brand has positioned the company as a thought leader via its content-rich blog presence, its frontmen and frontwomen via the Team Arm Scor showcase and its foray into appealing to a younger audience via the "RIAdiculous" campaign.



VIEW RESULTS



## THE RESULTS

**In first year of partnership, sales grew by 59%**

- Since partnering, overall sales grew 237%.
- 30,000 TCM sales and counting since product launch
- PR coverage in Guns and Ammo, Handguns Magazine, Shooting Times Magazine, American Rifleman, Combat Handguns and Harris Gun Annual included feature stories and reviews
- Scheduled and directed five-minute segment on Lifetime Channel's premier morning show, The Balancing Act
- Since partnering, organic web traffic increased by 2.8 million sessions, 1.8 million users and 19.5 million page views
- Facebook traffic in the first 3.5 years grew to more than 208 million impressions, with likes jumping from 0 to more than 160,000
- Since partnering, YouTube views increased from 0 to 461,825
- Consistent product branding worldwide by 2016
- Campaigns have garnered Addy Awards, MarCom Awards and Telly Awards



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

**LET'S TALK!**

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