

Case Study: An Innovatory Sports Helmet

MVI provided Initial market research, followed by detailed European marketing strategy and business development for a US supplier of an innovatory sports helmet. Manufactured in the USA and the Far East, the helmet had potential in cycling, equestrian, skiing and snowboarding markets.

The project required detailed analysis of major European markets and developing long-term strategic relationships with major players such as Halfords, Raleigh, JJB and Decathlon



Project Outcomes

- The results of the project have been very successful in providing a clear basis on which to base strategic direction and prioritise markets across Europe.
- The client commissioned MVI to provide hands-on support in launching the product into Europe - from developing relationships with major retailing chains, determining supply and distribution logistics to advertising & PR strategies.