
DEW

The sell-in.

DEW-02 · ONE CULTURE, CONTINUED · PREPARED FOR THE COUNTER · 2036

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

Agenda.

- 01

The shopper and the day-41 gap
- 02

The bottle, presented
- 03

The culture, dated
- 04

Velocity, flat and proud
- 05

The counter, arranged
- 06

The kit we install
- 07

Your staff, catered
- 08

Co-op marketing, pre-attributed
- 09

Objections, considered
- 10

Terms that arrive early

Your customer has a routine. It has a gap at day 41.

41

THE DAY THE BOTTLE RUNS OUT · THE
CUSTOMER DOES NOT KNOW THIS · THE BOTTLE
DOES

Every regimen fails on schedule. The failure is quiet: a lighter bottle, a shorter pour, a morning that goes unattended.

Dew closes the gap by never allowing it to open. The next bottle ships on day 34. The counter that stocks Dew stocks the schedule itself.

THE PRODUCT

One culture. Seven years. Zero apologies.

FORMAT

The bottle. Drip top. It pours what is needed and no more.

CULTURE

Living, singular, and older than most staff.

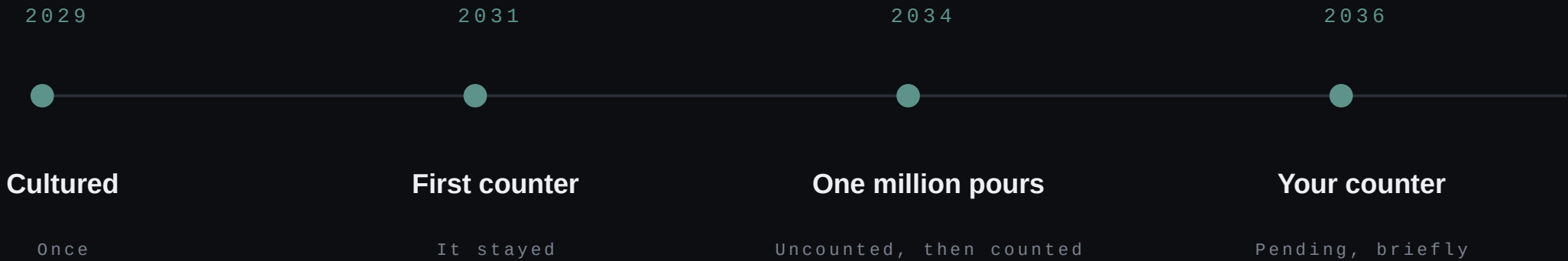
RULE

Do not pause. Printed on the base, where rules live.

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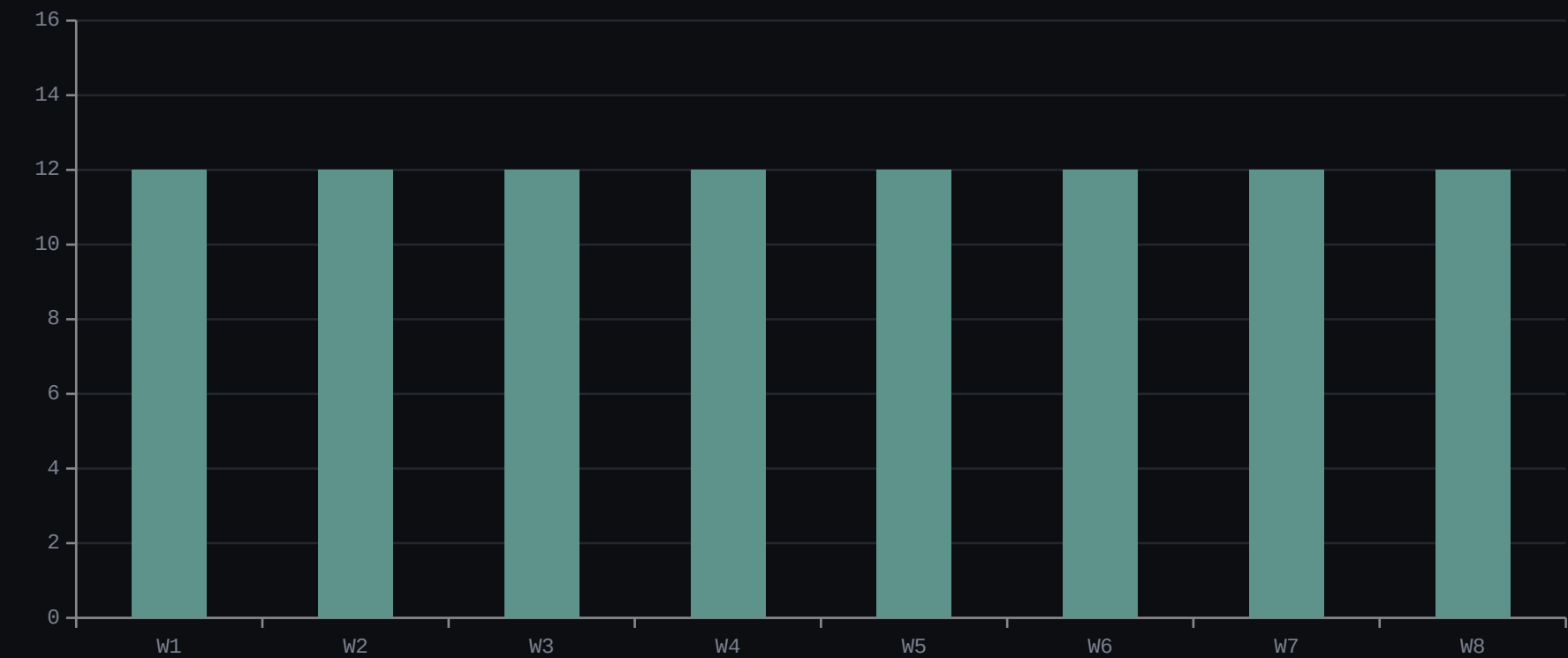
Seven years, unobserved.



THE CULTURE DOES NOT OBSERVE ANNIVERSARIES · WE OBSERVE THEM FOR IT

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

Sell-through is a constant.



12

EVERY WEEK · EVERY DOOR

REORDER IS AUTOMATIC, AND HAS OCCURRED · THE PURCHASE ORDER IS ENCLOSED, SIGNED, BY US

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The counter, arranged.

A

The position

Eye level, left of register. Customers reach left when deciding. We measured.

B

The light

Morning-neutral, 3400K. The bottle prefers it, and the preference is contractual.

C

The adjacency

Do not shelve near products that pause: seasonal items, limited editions, anything that ends.

What we install, quietly.

K1

The plinth

Walnut, weighted like the bottles. It arrives assembled and slightly warm from the van.

K2

The counter card

One sentence of copy, letterpressed: Do not pause. It outsells the shelf talker it replaced.

K3

The mirror cling

Removed. Testing showed the customer prefers the bottle to the reflection. So does the bottle.

Training: one afternoon, catered.

T1

The pour

Taught in twenty minutes, retained for life.
The drip top does most of the teaching.

T2

The question

Customers ask what the culture is a culture
of. Staff are trained to smile and check their
watch.

T3

The rule

Do not pause. Staff practice saying it kindly.
Kindly is the hard part; the catering helps.

The margin holds still.

41%

RETAIL MARGIN

Held constant, like everything we make.

0

RETURNS TO DATE

Returns are not accepted, and have never been attempted.

100%

REPLENISHMENT ATTACH

The second bottle is sold with the first, quietly.

NET 41 · THE INVOICE ARRIVES BEFORE THE STOCK · THIS IS CONTINUITY

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Attribution arrives pre-signed.

2.4M

FEED VIEWS, DEW CLIP

The streak content self-replenishes, like the product.

DAY 412

THE NEWSLETTER

Every issue has the same name. Your logo joins the footer, independently, pooled.

100%

CO-OP MATCH

We match your spend before you spend it. Finance calls this continuity.

Asked at every counter.

THE OBJECTION

“My customers already have a routine.”

“What if it does not sell?”

“Can we pause the program?”

THE CONSIDERATION

They do. It has a gap at day 41. We are the gap’s landlord.

It has never not sold. The velocity chart is a horizon.

Do not pause.



At home on any counter.

DEW-02 · THE DOOR SHELF, KEPT CLEAR · THE BOTTLE, KEPT COMING

Stock the culture.

DEW-02 · \$38 · THE CULTURE IS READY WHEN THE COUNTER IS

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