

# Driving Success: Withings and Next Level's 10-Year Journey in Japan

## Client Profile

- Headquarter Country: France
- Industry: Consumer Tech (HealthTech)
- Hit Products: Connected Body Scales, Smartwatches, Blood Pressure Monitors, Sleep Trackers.
- Main Channels: Amazon, Big Box Retail, Specialty Retail.

## The Challenge

- When Withings contacted Next Level in 2014, our distributor at the time wasn't delivering the results we desired.
- We needed to reassess its distribution partner, possibly change distributors.

## The Solution

- Withings started with a part time Account Manager, who coordinated our relationship with our first distributor, then helped us look for alternatives, and sign with SB C&S in 2015.
- Growing beyond that, Next Level also helped us increase our visibility both in physical Retail and online (Amazon, Rakuten, Yahoo).



Handing our Withings Activité to Emmanuel Macron, then French Minister of the Economy, Industry and Digital Affairs, Tokyo, October 2015

## The Problem Solving Phase

“ In 2014, Withings reached out to Next Level to evaluate our distribution strategy in Japan and enhance our go-to-market approach. Recognizing the need for local expertise, we chose Next Level for their profound understanding of the Japanese retail landscape and their adaptable, budget-friendly solutions.

The initial audit revealed that we needed to switch distributors and engage a local representative to effectively drive our business. By early 2015, we signed a Distributor Agreement with SB C&S, who remains our partner to this day.





## Online

To make the most of online, Next Level's expertise of Amazon ads and other online platforms is an essential complement to our Distributor's fulfillment capabilities.

They're laser-focused on execution, delivering our Prime Day, Black Friday and other campaign results on an ongoing basis.

## Retail Execution

When we decided to expand to offline Retail, Next Level's knowledge of the Retail environment and challenges was of great value.

We could then measure against our target and see the results of our efforts.

## Question?

For more information contact Next Level today

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## Back to Growth

Our sales quickly gained momentum, achieving our desired results and increasing our visibility both online and in retail. Next Level supplemented SB C&S's robust sales capabilities with meticulous execution at the point-of-sale level, ensuring our market leader visibility matched that of other regions.

## From Product Readiness to Promo Execution

Despite significant organizational changes since 2014, including two M&A events and brand transitions, Next Level has consistently delivered the right level of support at the right cost. We continue to rely on Next Level for product content localization, Japanese regulatory checks, app validation, distributor coordination, and promotion planning and execution.

Our Account Manager is always prompt in addressing issues, offering solutions, and providing workarounds. This January, we proudly celebrated our 10th year of partnership, and we are confident in Next Level's support as we launch this year's lineup of groundbreaking products in Japan. ”

Teddy Mulliez  
Head of Consumer Sales  
Withings S.A.

