

# Meet your Competition on Amazon: The Random Factory Brand (RFB)

By Russ Dieringer // March 3, 2023 //

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Random Factory Brands (RFBs) are not the familiar brands on your NPD or Dunnhumby report. They are random, factory-direct brands that aren't sold anywhere else. And they're coming for you.

Although many national brands write them off, consumers love them.

**This creates an uncomfortable question for many brands: do our consumers care as much about our brand's equity as we think?**

Join Russ Dieringer and guest presenters Kiri Masters and Julie Spear to dive deep into a sampling of categories where RFBs are proliferating and the implications for legacy brands.

You'll also get these practical tools for your toolkit:

1. Educating your team & executives on this phenomenon and why you need to change your definition of competition
2. Metrics to track periodically, so you're not blindsided
3. "Judo moves" to extract insights from RFBs and use their weaknesses against them

This session is designed for intermediate to advanced eCommerce practitioners that have a specific

focus on Amazon in addition to their executive colleagues that want to understand how Amazon operates differently.

Presenters: Kiri Masters, Head of Retail Strategy at Acadia and Julie Spear, Head of Retail Services at Acadia

### All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

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*Acadia is a trusted growth partner to mid-market disruptor brands, delivering results via technology, digital media, retail marketplace & analytics expertise to help our client partners out-flank their competition.*

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