

Grow Brand Awareness Merchandise e-Store

Create opportunities for loyal hunters, anglers, boaters, and campers to support your agency through the purchase of apparel, gear, and more.

Dove / Small Game



Resident State Hunt

Statewide hunting during a license period. (N.C. Wildlife Resources Commission Property)

HIP Certification

Needed to hunt migratory game birds (e.g., quail, dove, gallinule, snipe and woodcock).

Durable Collectable License

NCWRC Yukon Sportsman



NCWRC Sportsman Chair \$45.00

[+ Add To Cart](#)



GO OUTDOORS
NORTH CAROLINA

Merchandise e-Store

Brandt's new merchandise store launched in Go Outdoors North Carolina (GONC) on Wednesday, August 2, 2023.

North Carolina Wildlife Resources Commission (NCWRC) can now offer hunters, anglers, and boaters the opportunity to purchase additional items for their friends, family, and outdoor adventures.

"NCWRC is excited to offer branded merchandise to our constituents. e-Store Purchases help further our agency's mission to conserve wildlife resources and their habitats. We look forward to continuing to expand our product line to appeal to a broader audience," said Lisa Hocutt, NCWRC Deputy Director.

Key Factors

Brandt and NCWRC executed best practices for a successful merchandise launch, including:



Activity Packages

Include a related merchandise item in every activity package such as a folding chair in the duck hunting package.



Variety of Products

Offer a variety of sizes and colors per product, such as a mug in pink, white, black, camo, and blue.



Organized Shopfront

Strategically organize the shopfront with most requested products easily available followed by new options.



Cross-Sells

Cross-sell similar items such as a camo backpack when a user adds a hunting license to the cart.



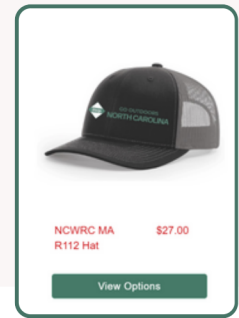
Product Modifiers

Configure modifiers where the user can select between various colors while staying on the same page.



Drip Marketing

Send targeted, drip email and push notification campaigns to drive awareness.



The Go Outdoors North Carolina merchandise store is just the beginning. New products, expanded options, and leveraging the system's features for packages and cross-sells opens the door to a big opportunity to get the state agency's brands out in the field.