



FMI Associate Member Search Results

This search was performed on 04/03/2025 at 12:00 PM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
2345 Crystal Drive, Suite 800
Arlington, VA 22202
Phone: 202.452.8444 | Fax: 202.429.4519

Advantage Solutions

Address: 18100 Von Karman Avenue
Suite 1000
Irvine, CA 92612-7196



Tel: 949-797-2900

Website: www.daymon.com
<https://youradv.com/>

Products / Services: Advertising/Marketing and Design; Brokers; Construction; Consulting Services; Merchandising Services; Private Brands; Research

Company Description: Advantage Solutions was formed in 1987 on founder Sonny King's vision of building a national sales and marketing agency focused on unparalleled service, customized solutions, and outstanding results. Today we are the leading sales and marketing agency in the industry with a workforce of over 40,000 talented associates generating over \$65B in sales.

At Advantage Solutions, we're the unseen architects behind your everyday purchases. From pantry staples to your online shopping carts, we ensure your favorite goods are always in stock and within reach by connecting manufacturers to the right retailers and teaming up with retailers to figure out the best ways to get those products into your hands. We specialize in elevating brand presence, enhancing retail strategies, and creating memorable brand experiences.

Our purpose is to connect people with products and experiences that enrich their lives. How do we do that? Through our mission: to generate demand for consumer brands and retailers, converting shoppers into buyers in every way they shop, and our values: Put People First, Serve with Heart, Lead with Insights, Execute Relentlessly and Win Together.

Primary Contact: Chris Brown
Senior Vice President, Sales

Daymon

Address: 15310 Barranca Parkway #100
Irvine, CA 92618-2237

Tel: 949-797-2900

Website: <https://daymon.com/>

Company Description: Daymon drives Private Brand innovation, differentiation and results. We are the only solution provider that influences all aspects of Private Brand development, from strategy to execution to consumer engagement. Our unique approach helps retailers and brands set themselves apart — boosting brand presence, category effectiveness and speed to shelf. We offer a full suite of best-in-class Private Brand development services, including:

- Strategy, analytics and insights
- Product development and sourcing
- Supplier development and management
- Sales execution and account management
- Design and packaging management

Whatever your needs, we can create a customized solution that delivers sales, profits and stronger connections with your shoppers.

Specialties
Private Brand Development, Strategy and Branding, Sourcing and Logistics, Shopper Marketing, and Creative Services

Primary Contact: Kyle Patterson
President, SAS Retail Services

Parent Company: Advantage Solutions

R Squared Solutions; a division of Advantage Solutions

Address: 18100 Von Karman Avenue
Suite 1000
Irvine, CA 92612-7196

Tel: 972-740-7872

Website: www.advantagesolutions.net

Parent Company: Advantage Solutions
