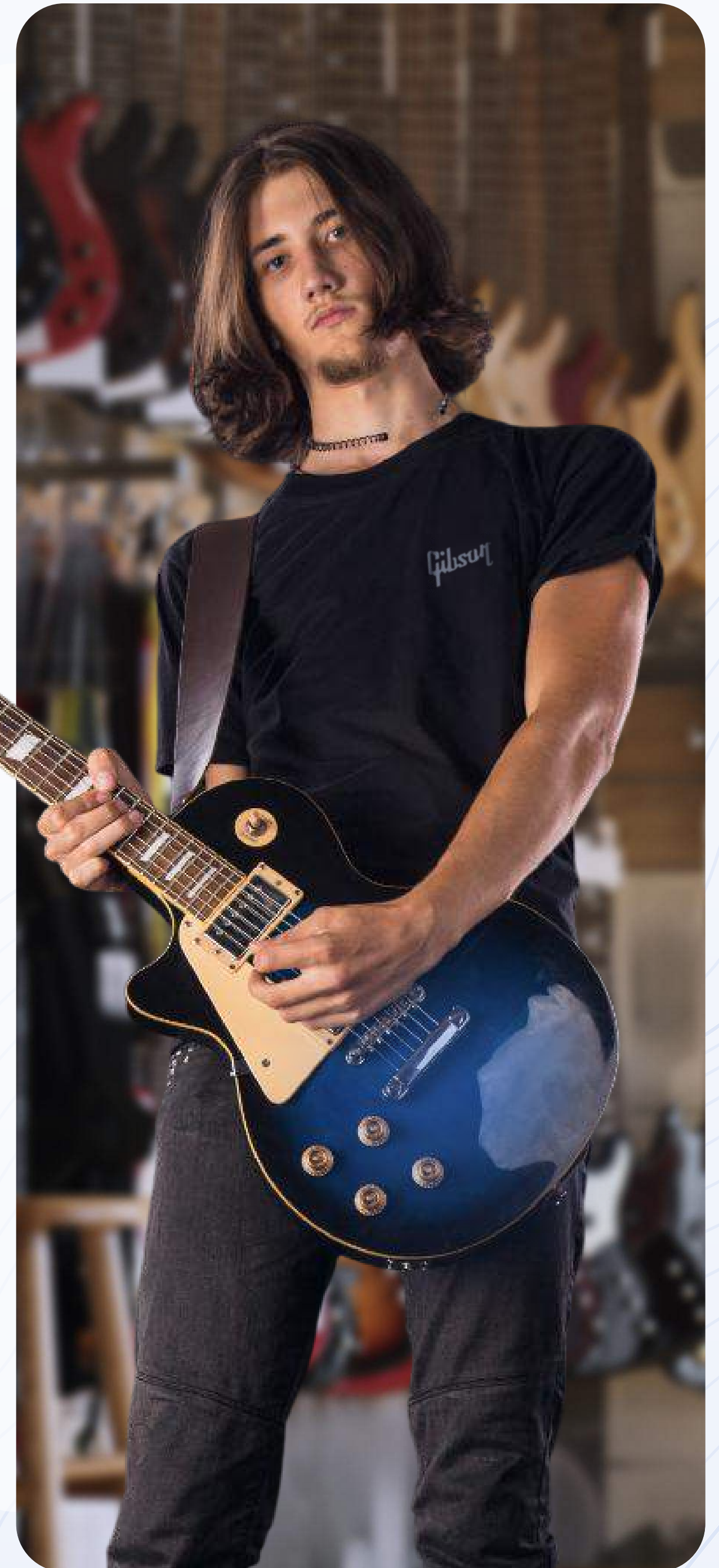


From Legacy to Advocacy:

How Gibson Made Every Retail Associate a Brand Advocate

Case Study



01 Background: Gibson's Legacy and a Modern Challenge

Building instruments since 1894 and formally founded in 1902, Gibson has become one of the most iconic guitar manufacturers in the world. Known for its legendary models like the Les Paul and SG, favored by rock greats like Slash, Jimmy Page, and Adam Jones, the brand has held deep emotional value for musicians for decades. But despite its strong heritage, Gibson faced headwinds. In 2018, it filed for Chapter 11 bankruptcy, grappling with declining sales, a changing retail landscape, and the challenge of maintaining relevance in a crowded market.

Under the leadership of James "JC" Curleigh and Cesar Gueikian, the company began a transformation focused on product quality, storytelling, and customer engagement. A key piece of this strategy: regaining in-store momentum through retail partner advocacy.



02 The Challenge: Driving Advocacy in Specialty Retail

Gibson guitars are premium products, with most prices ranging from \$1,500 to over \$10,000, and require knowledgeable sales associates to guide customers through complex product specs and emotional buying decisions.

"We were 100% reliant on in-person training. We're a limited team with a limited scope of how far we can go out into the field, but keeping that information pipeline flowing to our dealers is critical."



Bill Howe

In-Store Experience & Activation Manager at Gibson

This was compounded by:

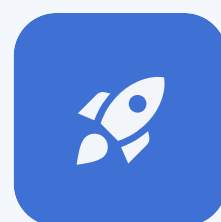
- 01 Limited reach of in-person visits
- 02 High associate turnover and competing training priorities
- 03 A product line too nuanced for generic training formats

Gibson needed a scalable, targeted solution to deliver the same passion and technical depth in a digital format—and to keep Gibson top of mind in stores.

03 The Solution: Myagi as a Scalable Advocacy Engine

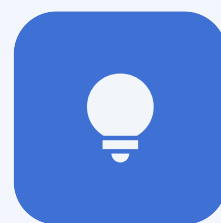
Gibson partnered with Myagi to evolve their training from occasional, in-person touchpoints to a continuously available, mobile-first experience.

Highlights of the approach:



Product-Launch Synced Training

Every new core guitar model launch can be supported with a corresponding Myagi module, timed to go live alongside dealer availability.



Short-Form, High-Impact Content

Training videos under two minutes let busy associates absorb key selling points on the fly, even while on the floor with a customer.



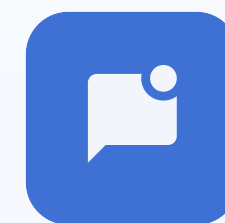
Depth for Enthusiasts

Factory tour series and detailed breakdowns of pickup configurations and tonewoods give tech-savvy staff a deeper dive.



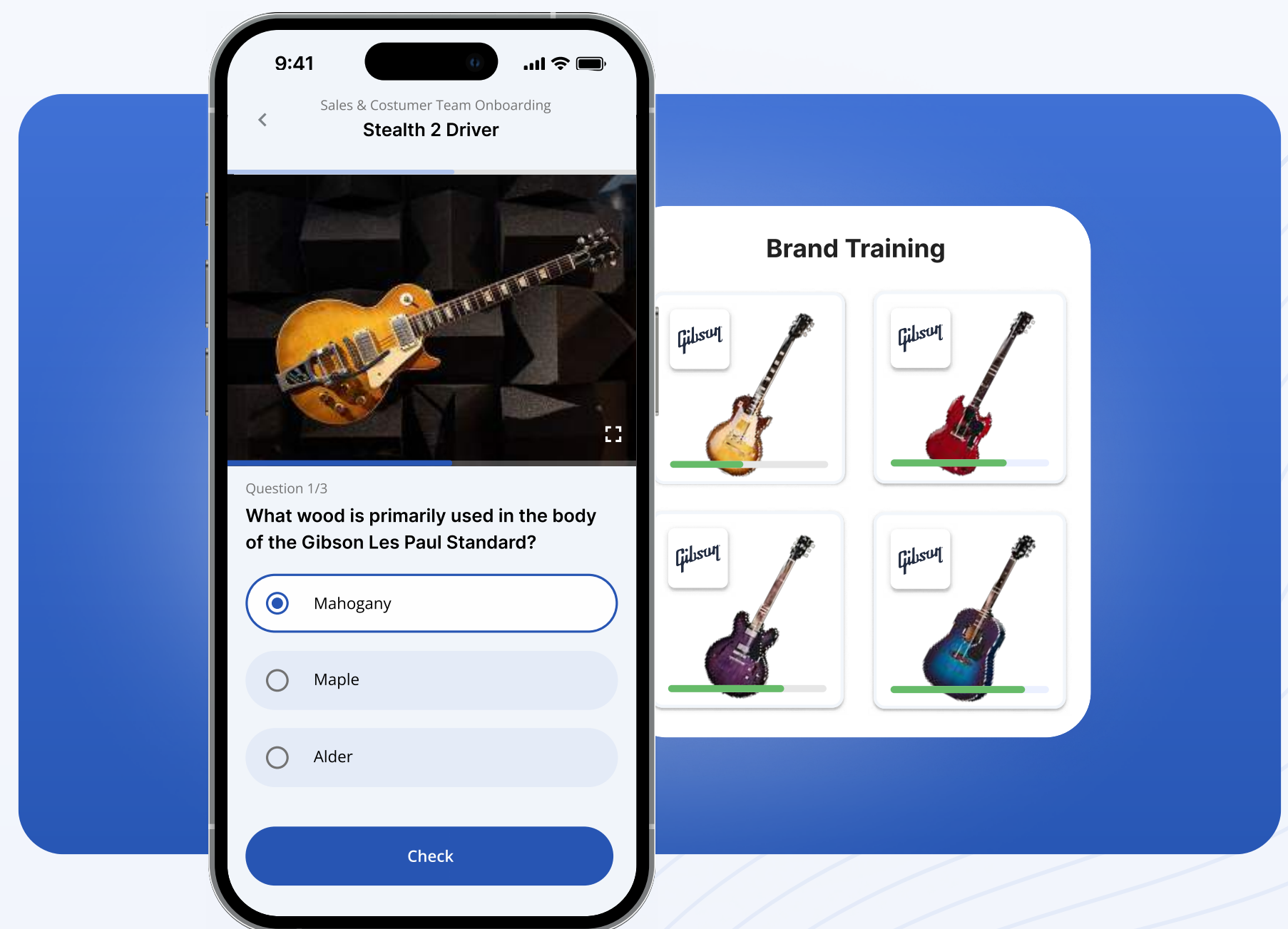
Dealer Enablement at Scale

Myagi has allowed Gibson to reach partners they previously only saw once or twice a year.



Feedback Loop

Biannual surveys drive content optimization—shorter videos, clearer product comparisons, and more sales-focused framing.



"Associates love to show us what they've learned through Myagi. It generates excitement in-store and it's really cool to see."

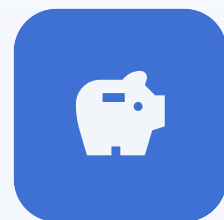


Bill Howe

In-Store Experience & Activation Manager at Gibson

04 Results: Performance Gains and Brand Revitalization

The results have been powerful across engagement, education, and business impact:



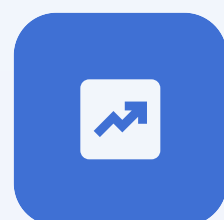
\$200K in Sell-Through from One Dealer

A Myagi-integrated sales contest targeting slower-moving SKUs led to nearly 200 units sold in one quarter.



Sales and Confidence

Store staff now use Myagi as a clienteling tool—showing demo clips and influencer content in real time to guide high-ticket sales and deliver a consistent brand message on the floor.



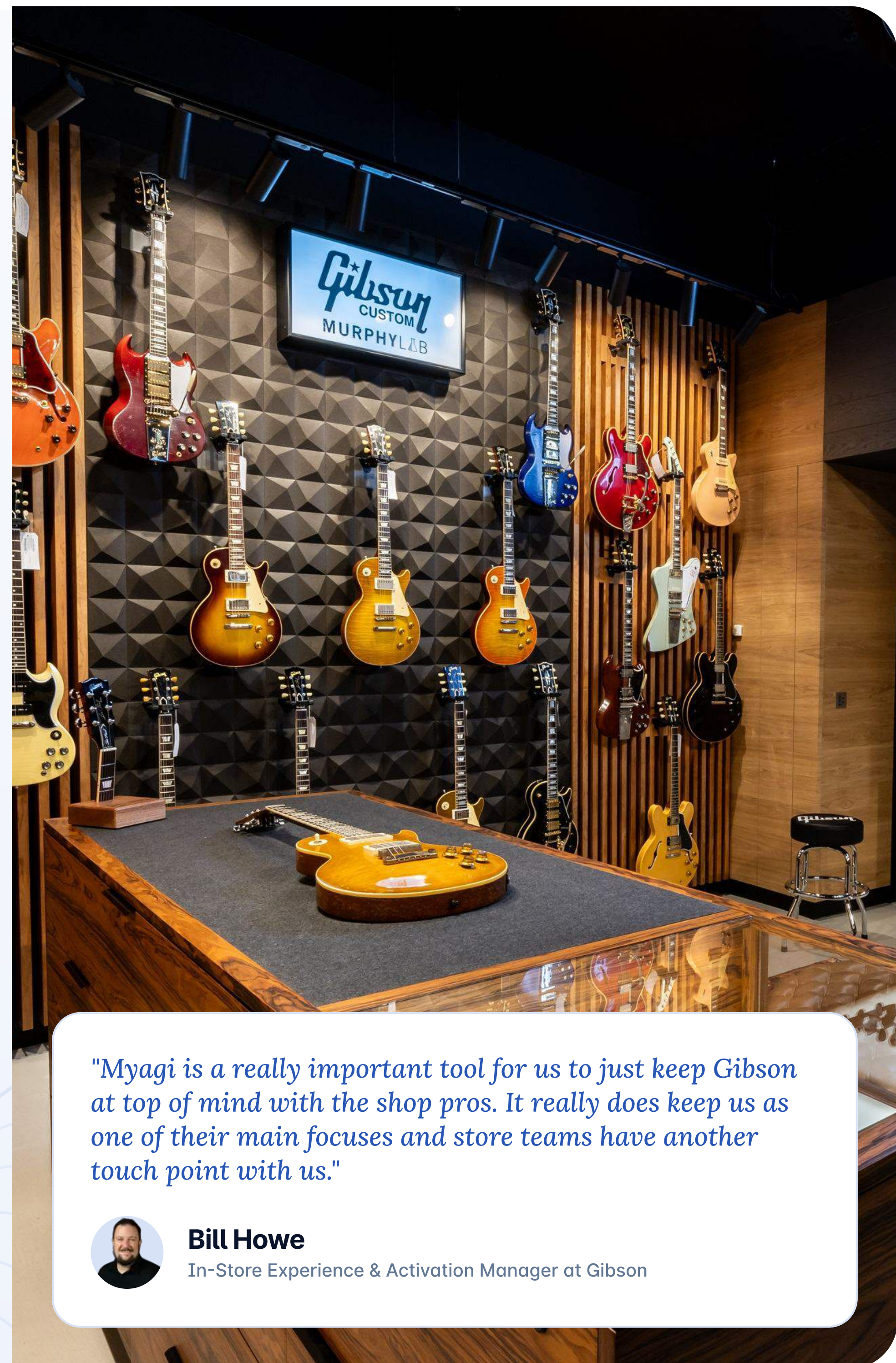
Increased Market Share

While the broader musical instrument industry contracted post-COVID, Gibson and Epiphone gained ground.



Surging Training Adoption

A shift to shorter content formats drove a spike in positive feedback and platform usage.



"Myagi is a really important tool for us to just keep Gibson at top of mind with the shop pros. It really does keep us as one of their main focuses and store teams have another touch point with us."



Bill Howe

In-Store Experience & Activation Manager at Gibson

05 Outcome: Brand Leadership Achieved with Education & Advocacy

In an era where brand trust and knowledge drive premium sales, Gibson proves that content, not giveaways, can fuel lasting advocacy. With Myagi, the brand built a learning engine that scales, inspires, and empowers the people closest to the customer.

"If you're confident, your product speaks for itself, you don't need to rely on swag. Myagi helps us tell our story and make it stick."



Bill Howe

In-Store Experience & Activation Manager at Gibson

Key Takeaways:

200

units sold



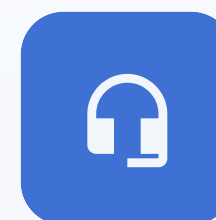
\$200k

additional revenue



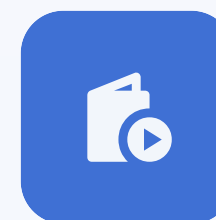
from one Myagi-integrated sales initiative in one quarter

rallyware.com



Coordinated Product Launch Support

Myagi now powers new product rollouts with streamlined, video-based training for associates.



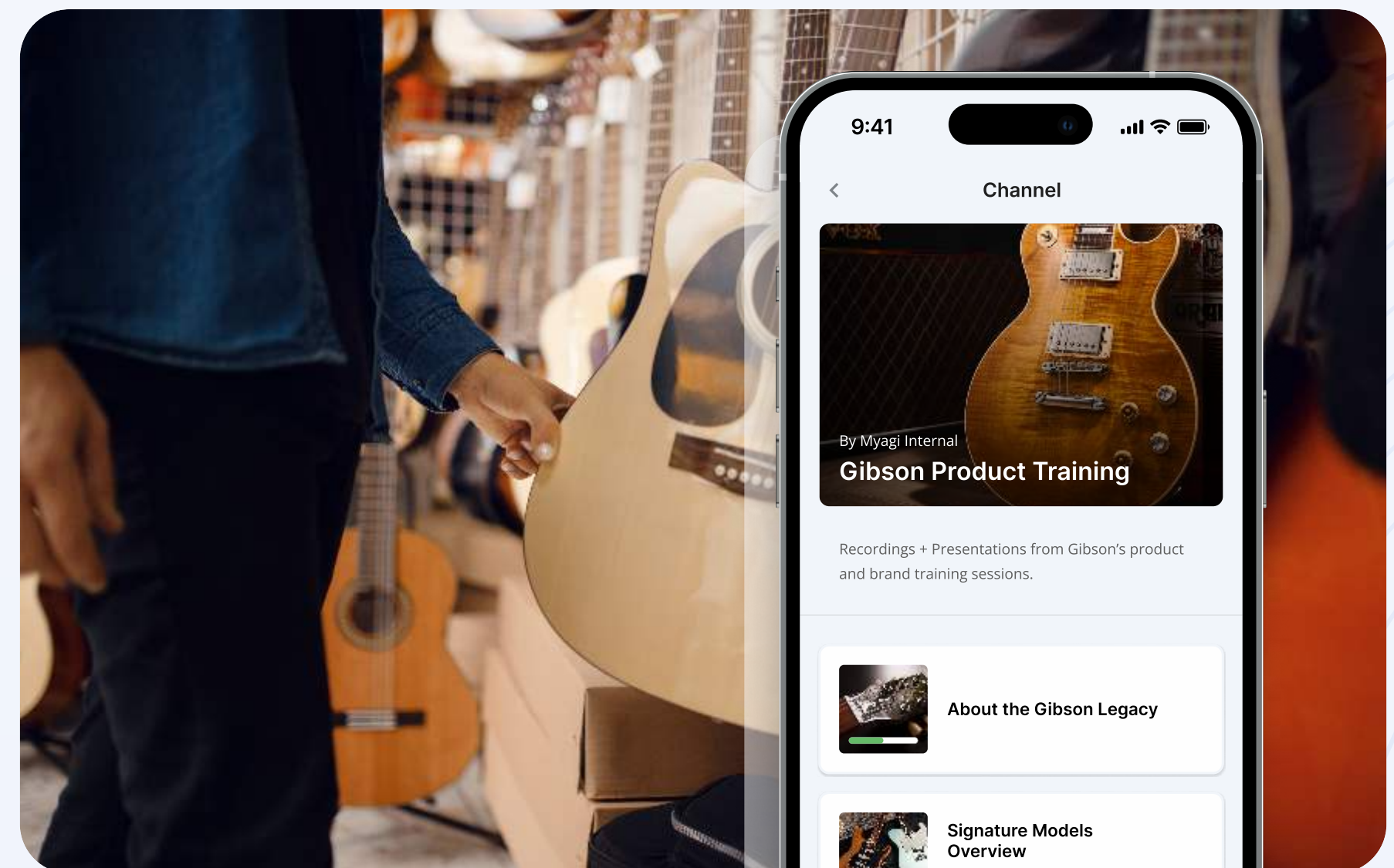
On-the-Go Learning

Store associates access training content directly on their phones—even during live customer interactions.



Dealer Engagement Milestone

Gibson doubled its dealer engagement goal for 2025, driven by more active, informed sales teams.



This is how an iconic brand reclaimed its space—
by investing not just in what it sells, but in how it's sold.

**Redefining retail
enablement with seamless
brand-retailer collaboration.
See Myagi in action.**

Book a demo today



- ✓ **Boost brand advocacy with streamlined brand training that empowers associates to guide golf enthusiasts to the right products.**
- ✓ **Discover how Myagi helps golf brands and retailers grow together, driving sell-through and unmatched customer satisfaction.**