



*Layers For Life*  
**polarmax<sup>®</sup>**





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# OBJECTIVES

1. To increase product sales by 5% among outdoor/winter sports retailers in the central northwestern region and mountainous regions of the United States and 3% among the overall consumer.
2. To turn consumers into brand ambassadors.
3. To change the perception Polarmax has among current and potential retailers. We want them to look at Polarmax as the leader among outdoor and winter apparel brands.
4. Creatively reposition the brand to help it stand out among the primary winter/outdoor retailers (REI, Dick's, Academy).
5. Increase product sales and retailer purchases.



# SWOT ANALYSIS

 <b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>• “Made in America” image</li><li>• Current branding and tone appeals to the Millennial generation</li><li>• Present on multiple social media platforms</li><li>• Have been in business around 25 years</li><li>• Pride themselves on being good environmental stewards</li><li>• With their green activities, come the following product features: recycled fibers, scrap, paper, soy ink and retaskable packaging</li></ul>	<ul style="list-style-type: none"><li>• Not a direct retailer and sells mainly to sales representative</li><li>• Blog is not extremely interactive and engaging</li><li>• Present on social media platforms, but are not interacting with users often</li><li>• Appealing to a very niche demographic</li><li>• Website does not reflect brand personality</li><li>• Some consumers might view Polarmax as more of a private label brand</li></ul>
 <b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>• Could take the positioning that “made in the USA” brings us back to our roots. (e.g. this is a true American company)</li><li>• Makes all its own products</li><li>• Possible partnerships with other “activity” brands (NorthFace, REI, Columbia, Patagonia, etc.)</li></ul>	<ul style="list-style-type: none"><li>• There are so many other loved brand in their same category. Standing out will be hard</li><li>• Sales representatives are not picking them up very well across the nation</li><li>• Most ads and marketing materials are focused on the snowboarder or skier</li></ul>



# RESEARCH INSIGHTS

1. Most of our target wants ***products they can trust*** and research their brands heavily before making a purchase.
2. Polarmax consumers love the outdoors, but ***they struggle to find time to go out*** and experience the adventure they've always wanted to.
3. Our target wants ***a brand that works***, and can withstand their active lifestyle and limited budget by holding up for a long period of time.



## THE WEEKENDER

Ages 25-44. Male and Female. Mainly live in mountainous regions or the central Midwestern area, but could range from all geographic areas. They like to go to the mountain or take a hike on weekends. They aren't dedicated enough to make it a lifestyle, but they want the best quality. They care about the way they look on the mountain, as the experience they usually have with outdoor/winter sports is mostly recreational. They don't purchase frequently and aren't willing to spend too much money.



## THE ADVENTURER



Ages 24-32. Male and female. Live close to large masses of outdoors or mountainous areas. They have a regular 9-5 job, but always fill their free time with activities that require apparel fit for a committed veteran. They have intermediate knowledge of the mountains and best places to explore — more than the average Joe. They purchase every six months and will spend a moderate amount.



## THE PROFESSIONAL

Ages 22-30. Male and female. The name says it all—they are the pros. They live, eat, sleep and breathe the outdoors. They are most likely competitors of some sort. They are looking for the highest quality and go through their gear fast. They purchase every three months or sooner and are willing to spend a large amount of money.





# CHALLENGE



## LONGWORTH INDUSTRIES

Longworth Industries is seeking a strategic campaign for their Polarmax line of consumer athletic base layers. This year-long campaign (Jan. 2015 - Jan. 2016) would highlight the practicality of the product in every season and weather condition. The primary target for this campaign consists of various kinds of outdoor adventurers between ages 18-44. Brand awareness and loyalty will be increased by promoting the brand personality—inspirational, deep, encouraging, and strong. Business and marketing objectives will increase market share and presence in sporting goods retailers. Desired target action is to think of Polarmax as a solid, trustworthy base layer for all of their outdoor adventures.



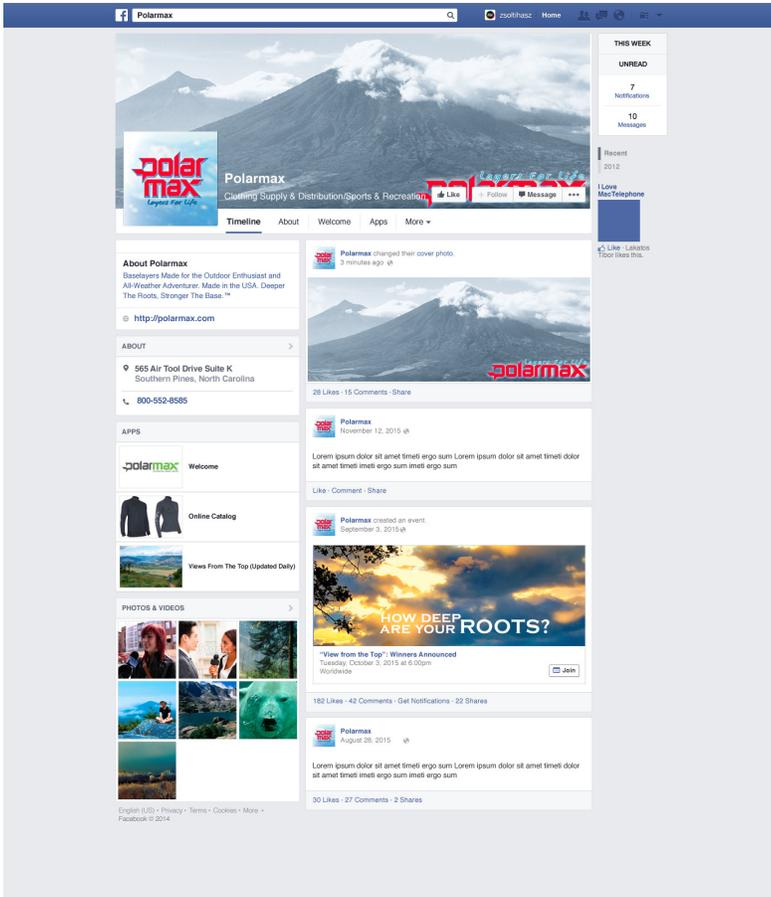
**BIG IDEA**

**DEEPER THE ROOTS,  
TOUGHER THE BASE.**

Polarmax is a brand for people who are passionate about the outdoors. They value the experiences that spark their love of adventure. Polarmax knows the value of these moments and wants to facilitate the creation of new ones by supporting the consumer on every terrain, in every condition, in every season, all year long. With Polarmax's deep American roots it's able to provide the consumer with the perfect base layer for any adventurous endeavor.



# SOCIAL MEDIA



## FACEBOOK

The “View from the Top” photo contest will live primarily on Polarmax’s Facebook page. This contest will include photos from the users’ hike. One photo will be featured each day for a week and then one winner will be chosen at the end of the week. The winner will be given a free base layer from Polarmax which they will be prompted to share on their own social media with the hashtag #ViewFromtheTop. This contest will run 4 months out of the year.

## TWITTER

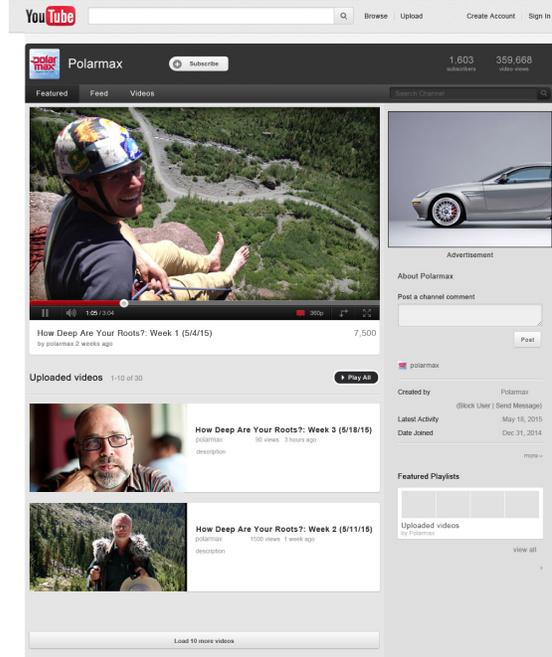
Twitter will be used to promote our “View from the Top” photo contest. It will also be a way for consumers or distributors to interact directly with the brand.





## YOUTUBE

YouTube will house the “How Deep are Your Roots?” interviews. These will be short interviews from the target talking about their passion for the outdoors. They will have a chance to enter a sweepstakes to be featured in one of these videos.



## POLARMAX



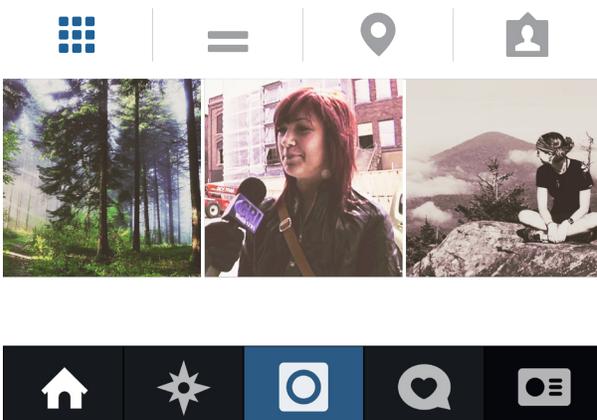
2912 posts   976 followers   349 following

Edit your profile

### Polarmax

For the Outdoor Enthusiast and All-Weather Adventurer. Made in the USA. #DeeperTheRootsStrongerTheBase

[www.polarmax.com](http://www.polarmax.com)



## INSTAGRAM

Instagram will feature high-quality photos of the outdoors as well as stills from the “How Deep are Your Roots?” interviews with a brief description of the person featured.



# LANDING PAGE

**Layers For Life**  
**polarmax**

DEEPER THE ROOTS,  
TOUGHER THE BASE.

WHERE ARE YOUR ROOTS?

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TESTIMONIALS

HOW DEEP ARE YOUR ROOTS?

POLARMAX PRODUCTS

POLARMAX.COM

SEE MORE TESTIMONIALS >>

This campaign-specific landing page will feature testimonial videos from our YouTube page, a sweepstakes entry page, our “warm, warmer, warmest” product categories, and a direct link to PolarMax.com



**Layers For Life**  
**polarmax**

## DEEPER THE ROOTS, TOUGHER THE BASE.

**TELL US ABOUT YOUR ROOTS**

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**“WHERE ARE YOUR ROOTS” SWEEPSTAKES**

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**TESTIMONIALS**

HOW DEEP ARE YOUR ROOTS?

**POLARMAX PRODUCTS**

**POLARMAX.COM**

**Layers For Life**  
**polarmax**

## DEEPER THE ROOTS, TOUGHER THE BASE.

**PRODUCTS**  
WARMER - WARMER - WARMEST

**TESTIMONIALS**

HOW DEEP ARE YOUR ROOTS?

**POLARMAX PRODUCTS**

**POLARMAX.COM**

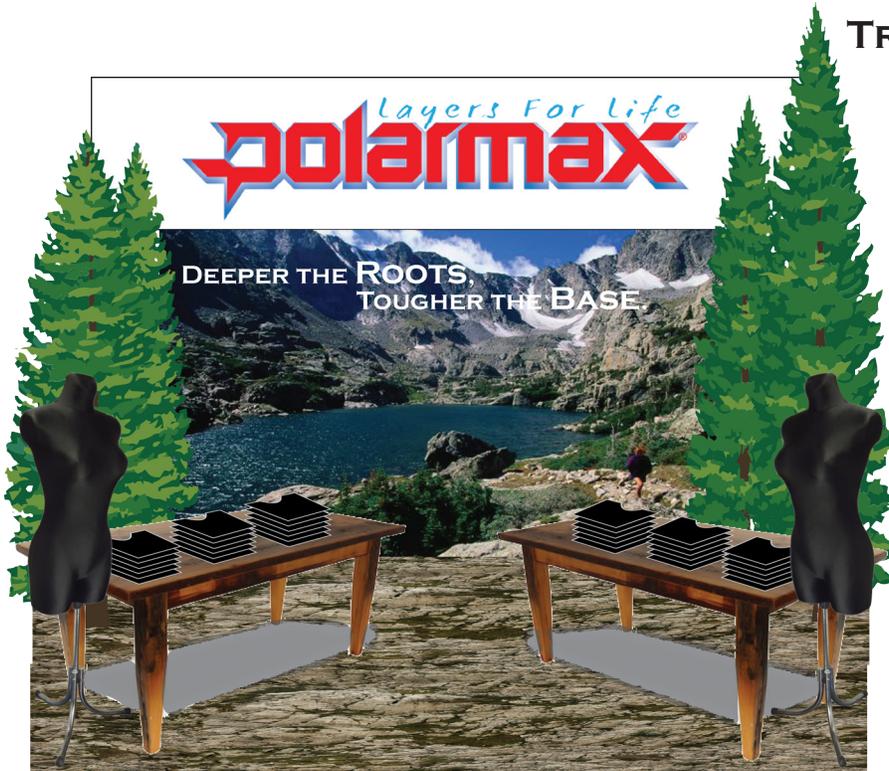
[VIEW ALL >>](#)

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# TRADE SHOW BOOTH RETAILER TOOLKIT

## TRADE SHOW BOOTH



Unique trade show booths will engage attendees and draw attention to the brand. By creating an outdoor experience with the use of artificial trees, floor and wall coverings and unique display furniture, future distributors will have a hard time passing Polarmax by.

## RETAILER TOOLKIT

Branded signage and store displays, including artificial trees and small nature vignettes, will be made available to retail partners for their in-store displays of Polarmax products. This will familiarize retail employees and customers alike with Polarmax as a brand



This kit includes:

- Pine Table
- Plastic Tree Replicas
- Polarmax Sign
- Window Decals





# TOUGH TEST



A portion of the Polar-Max campaign will consist of a web video series, portraying “Tough-Tests”. These will be short, humorous videos in which two actors will portray engineers testing the boundaries of what physical taxation Polar-Max products can survive. These videos will maintain the look and feel of the larger campaign, while incorporating subtle elements of humor. They will be available to view on Polar-Max’s official YouTube channel, as well as the Polar-Max website. Links to videos will be published to social media accounts when they are made available.

# JEEP TEST DRIVE

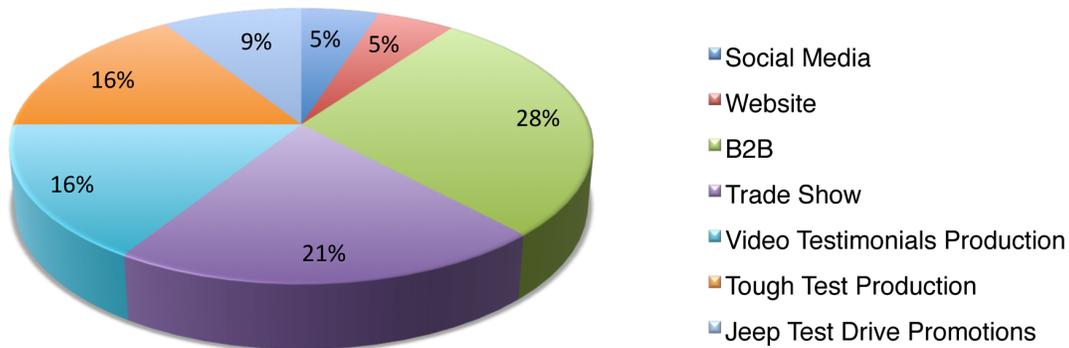
Polarmax will partner in a joint promotion with Chrysler's Jeep brand of sport-utility vehicles. Customers who test-drive select new models of Jeep's 2015-16 offerings will receive complimentary Polarmax base layers. This promotion will be advertised on both parties' websites and social media, as well as Jeep's enduring brand image of being adventurous and grounded in its American roots. It is highly cohesive with the image this campaign will establish for Polarmax. Additionally, the endorsement from an iconic brand such as Jeep will lend credence to Polarmax in the eyes of consumers and retailers.





# MEASUREMENTS BUDGET BREAKDOWN

## BUDGET BREAKDOWN



**BUDGET: \$766,400**

## MEASUREMENTS

We will evaluate the success of this campaign by measuring the following:

- *Amount of hits the campaign's landing page receives, including video contest entries*
- *Number of new likes, follows and interactions on social media platforms*
- *Increase in sales among retailers and customers*
- *Amount of interaction with trade show booths*



# CONCLUSION

Polarmax is a brand that is just as passionate about the outdoors as you! This campaign is an exciting way to show off that passion and connect the brand with its passionate customers. By bringing together a new website, a fully integrated social media campaign, fun business to business displays, and a strong presence at trade shows, we can show off the rich history and fun personality of Polarmax!



# **TEAM LIST**

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**TEAM LEAD**  
**JULIE TUREK**

**ACCOUNTS**  
**JULIE TUREK**

**COPYWRITING**  
**MELANIE CANNING**  
**SEAN PRINDIVILLE**

**ART DIRECTION**  
**MATT BRAXMEIER**  
**EMILY WEAVER**

**PLANS BOOK**  
**EMILY WEAVER**