The role of outdoor fashion brands in the creation of a new generation of outdoor lovers

9th World Congress on Snow and Mountain Tourism
Re-invention of hiking - an indispensable activity for mountain tourism

March 2016, Andorra

Andy Schimeck MBA
CEO Marmot Mountain Europe GmbH
Andy Schimeck

- CEO Marmot Mountain Europe GmbH
- Chairman of the German Outdoor Industry Association
- Vice President of the German Sporting Goods Industry Association
- Active member of the European Outdoor Group
Marmot
Who we are.
• Founded: 1974 (USA)
• Since 1976 Partner von Gore-Tex®
Marmot
Jarden Group

Branded Consumables

Consumer Solutions

Outdoor Solutions

Process Solutions

Marmot
Völkli
2-Sports
Marker
Campingaz
Coleman
Marmot
Mission

Inspire people to seek and find life's signature moments.
Marmot

Vision

To design, produce, and deliver the highest quality, most technically innovative, and distinctive outdoor clothing and equipment in the world.
Marmot’s Core Values are supporting our Mission

People

To create fair human working conditions, to support social initiatives and to foster a multi-cultural company philosophy.

Product

Planet
Marmot

- Versatile, fashionable, multifunctional, trendy, ......
Marmot Products
Marmot
What gives you life?

Making Marmot more accessible

• Aims of the campaign:
  ➢ Increasing brand awareness
  ➢ Communicating a positive, emotionalized brand image
  ➢ Activating our customers and fans

• Cross-channel approach:
  ➢ Microsite, facebook campaign, printed ads, newsletter, press release, video clip, TV commercial
Marmot Image Campaign

“What gives you life”?  

Inspire people to seek and find life’s signature moments.
Events

➢ Active engagement with consumers
Marmot Events

[Image of event participants]

[Image of event logo]

[Image of event logo]

[Image of event logo]

[Image of event logo]

[Image of event logo]
Marmot
Projects with schools

- Everyone at Marmot and in the whole industry knows that
- #itsgreatoutthere
- This sentiment is at the heart of our brands
- We also believe that a love of the outdoors can and should be passed down from generation to generation
Marmot
Projects with schools

• And doing that is not really difficult
• Give young people a taste of outdoor adventure and they’re sure to want more
• Idea of multiple events with schools in partnership with Marmot, our ambassadors and retailers
Marmot
Importance of Retail
Market

➢ Size and definition of the European Outdoor Market
Outdoor Market Definition

- ACCESSORIES: €321M
- S/BAGS: €92M
- CLIMBING: €108M
- TENTS: €147M
- BACKPACK: €305M
- FOOTWEAR: €1.3BN
- APPAREL: €2.5BN

Total Wholesale: €4.8BN
Europe Summary 2014

- Wholesale Value €4.83 bn +1.2%
- Estimated Retail Value €10.2bn
- Units 177 m + 1.4%
- YOY Growth Across All Countries excluding Russia
- Footwear & Backpacks continue to develop as a category
Hiking

- The most important outdoor activity
- About 56% of the German population above 16 are hikers
- But 23% of the Germans only once in a while
- More than 50% of the regular hikers are above 55
What is the Outdoor Industry doing
#ItsGreatOutThere

competition

Concept for a joint industry campaign to promote outdoor activities in Europe.

© fastnormal, 2015
The challenge

Participation in sport and physical activity is stagnating and in some EU Member States it is even declining.

After years of significant growth, even the outdoor market is showing signs of plateauing.

EOG members agreed that stimulating consumer participation will be a key industry challenge for the coming years.
The EOG wishes to initiate a long-term campaign aiming to ...

- encourage a high percentage of the population to get active outdoors.
- help integrate outdoor sports into people’s daily routine.
- promote the positive image of outdoor sports.
- drive awareness and put outdoor on the policymaking agenda.
- use the power of collective action to promote the outdoors — more brands involved = more exposure for all.
#How Many Users Did We Reach

###ItsGreatOutThere Campaign Overview

<table>
<thead>
<tr>
<th>People reached</th>
<th>Campaign Impressions</th>
<th>Posts mentioning #ItsGreatOutThere</th>
<th>Total photos submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.5 Mio+</td>
<td>7.5 Mio</td>
<td>4.535+</td>
<td>2.675</td>
</tr>
</tbody>
</table>

*63% happy winners who continue to promote #ItsGreatOutThere in their posts*

###ItsGreatOutThere Community Overview

<table>
<thead>
<tr>
<th>Total reach own posts</th>
<th>Engagement/Interactions</th>
<th>Combined followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6 Mio</td>
<td>23.875</td>
<td>6.755</td>
</tr>
</tbody>
</table>

*Only FB & Twitter. IG doesn’t provide reach*

##Website visits

<table>
<thead>
<tr>
<th>Average weekly visits:</th>
<th>Final voting visits (Sept 7th - Sept 14th)</th>
</tr>
</thead>
<tbody>
<tr>
<td>800</td>
<td>9,000</td>
</tr>
</tbody>
</table>

*This jump in visitors shows our social media influence. We asked followers to visit our website for the final voting.*
WHO DID WE REACH

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
</tr>
</tbody>
</table>

Age Groups

- 13-17: 6%
- 18-24: 19%
- 25-34: 23%
- 35-44: 22%
- 45-54: 14%
- 55-65: 9%
- 65+: 6%

[Images of social media posts with captions and likes]

Andy Schimeck MBA, Marmot Mountain Europe GmbH
Dein Winter. Dein Sport.

„Meine erste große Liebe!“

www.deinwinterdeinsport.de
3 Federations – 1 Voice – 1 Message.

- Supporting winter sports and creating a lobby
- joining forces and know-how
- sending positive messages
- motivating more people for winter sports
37 active and former high-ranking winter sport athletes
Advertisement campaign 2014/15 and 2015/16. A total of 48 images in cooperation with media partners

Media value Prediction Winter 2015/16:
Range ca. 80 million people, media value ca. 500,000 €
plus Intersport media service Print & POS ca. 250,000 €
Dein Winter. Dein Sport. e.V. provides kids and teenagers, who are socially, mentally or physically disadvantaged, with winter sport activities.

Ca. 35.000 € for 4 supportive projects in Winter 2014/15
3 supportive projects in Winter 2015/16
Your Winter.
Your Sport.
FALL IN LOVE
WITH THE OUTSIDE.

MEET THE MARMOT
Thank you for your attention!

Andy Schimeck MBA
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