

PRIOR SNOW

#PRIORities

Emily Everett
Kai Vieira da Rosa
Ryan Haisch
Roland Huie
Alyssa Brant

OVERVIEW

DISCUSSION HIGHLIGHTS

Executive Summary

SWOT

Advertising Objectives

Marketing Mix

Target Markets & Key Strategy

Problem & Solution

Message & Creatives

Integrated Marketing Communications

Media & Budget

Effective Measurements

Recommendations

EXECUTIVE SUMMARY



What are the #PRIORities?

Prior Snowboards and Skis is based out of Whistler, BC. They provide custom gear, snowboards, skis, apparel, and other equipment. Prior's mission is to grow a lifestyle business by making premium snowriding products and serving customers, the community in which we reside, the mountains, and the environment.

To meet this mission, we need to ensure that Prior extends its reach. We start by getting our #PRIORities straight.

STRENGTHS

- Quality Products
- Versatility in products
- Handcrafted in Whistler
- Worldwide Shipping

OPPORTUNITIES

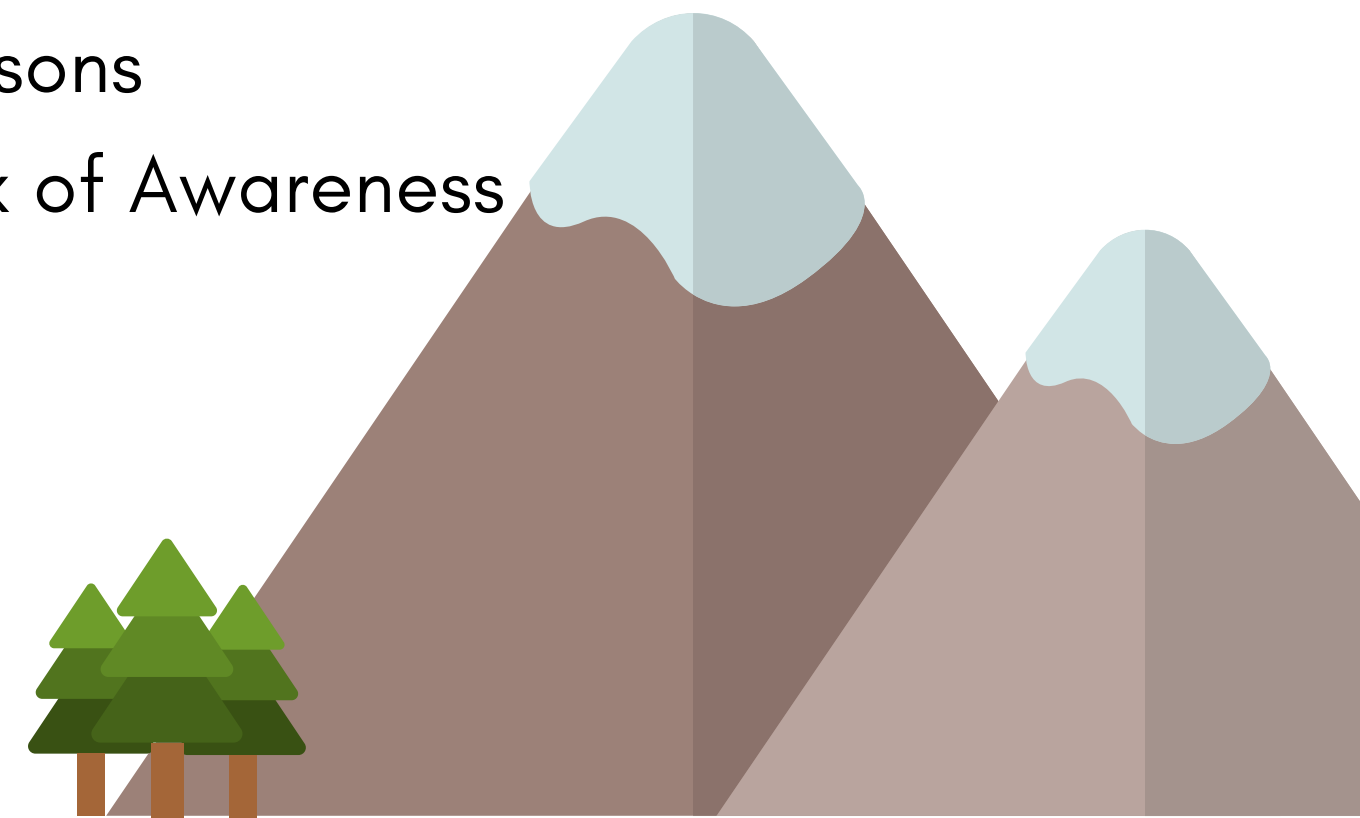
- Brand awareness
- Consistent Logo
- Apparel
- Influencers/Endorsement
- Events
- College teams
- Sponsorship
- International presence

WEAKNESSES

- Brand Awareness
- Inconsistent Logo
- No big name event recognition

THREATS

- Big Name competition
- Sponsorship Competition
- Seasons
- Lack of Awareness



Advertising #PRIORities

SOCIAL MEDIA

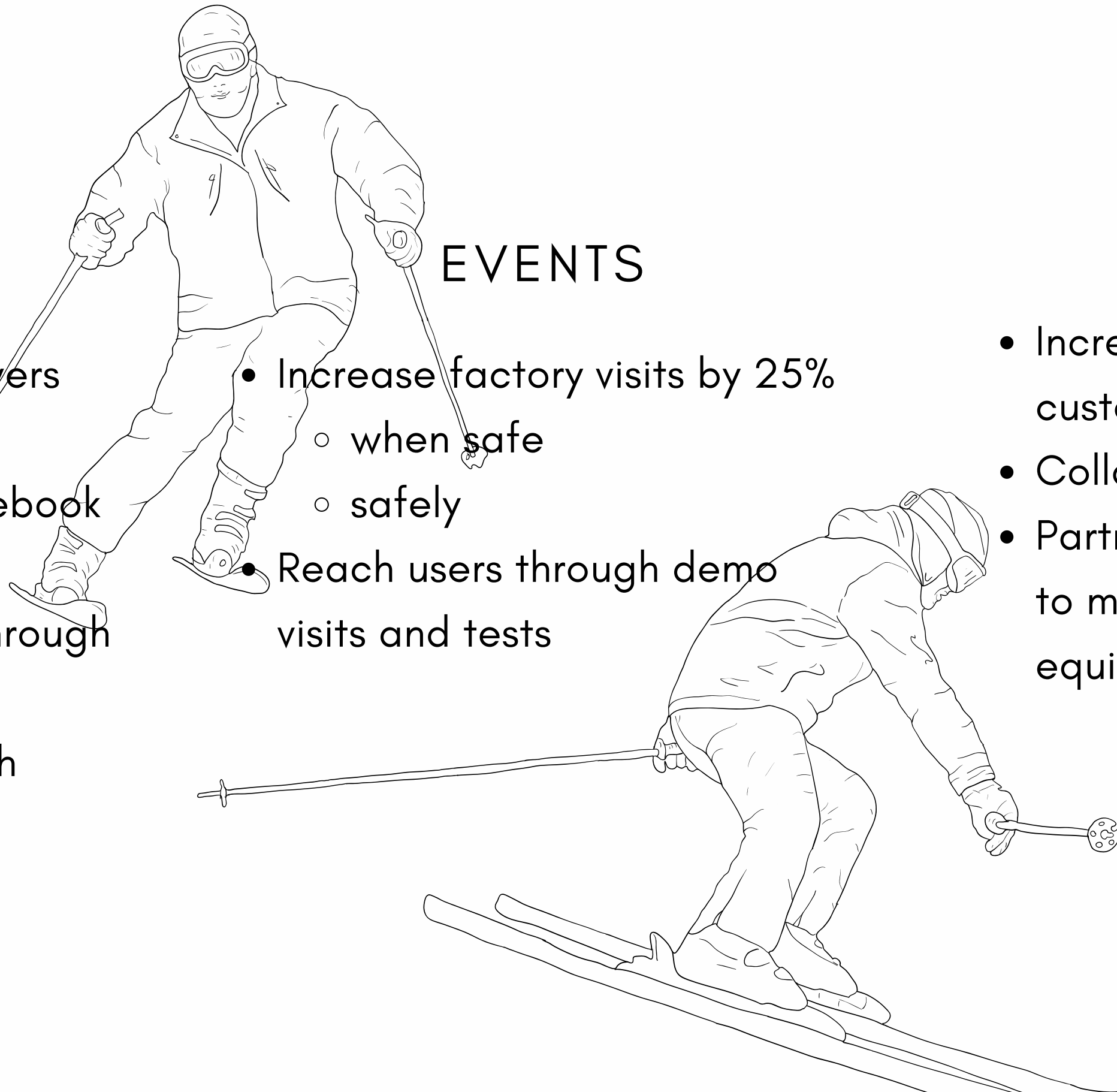
- Increase Instagram followers and engagement by 25%
- Increase Twitter and Facebook engagement by 80%
- Reach target audience through YouTube video series
- Reach 50k people through social media influencers

EVENTS

- Increase factory visits by 25%
 - when safe
 - safely
- Reach users through demo visits and tests

SALES

- Increase overall sales to US customers by 25%
- Collaborate with ski resorts
- Partner with at least 5 mid-size to major retailers to sell equipment and apparel





PRODUCT

- Snowriding equipment
- Custom boards and skis
- Snowriding accessories
- Apparel



PLACE

- Made in Whistler, BC, CAN
- USA's PNW
- Ships worldwide



PRICE

- ~\$1000 CAD for Snowboards, skis and split boards
- ~\$100 - \$600 for accessories
- ~\$35 - \$65 Apparel



PROMOTION

- Social media
- Demos/events
- Factory visits

MARKETING MIX

TARGET MARKETS & KEY STRATEGY

Three Target Audiences

Beginners | Downhill Resort | Expert Backcountry

Target Age: 18-34 years

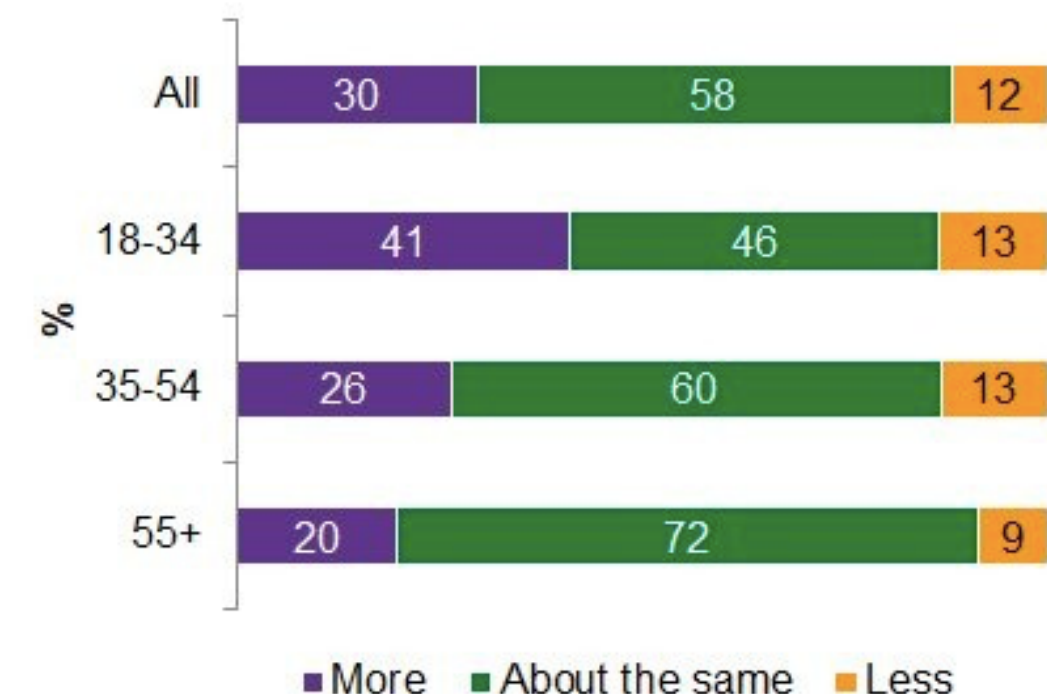
“Even some of the more sparsely attended activities have some very dedicated participants. For example, only 7% of adults say they went skiing or snowboarding in the past year, but 30% of those skiers say they do so multiple times a month. The most dedicated consumers (even in these lesspopular activities) are the ones who are going to drive spending in these less explored activities. **When the appeal is niche, the community surrounding it tends to be strong.**” - 2019 Mintel report.

Active Outdoor Enthusiasts

Figure 24: Outdoor participation compared to previous year, by age, September 2019

Base: 1,383 internet users aged 18+ who participated in an outdoor activity in the past 12 months

“Compared to last year, are you spending more, less, or about the same amount of time outdoors?”



Source: Lightspeed/Mintel

TARGET MARKETS & KEY STRATEGY

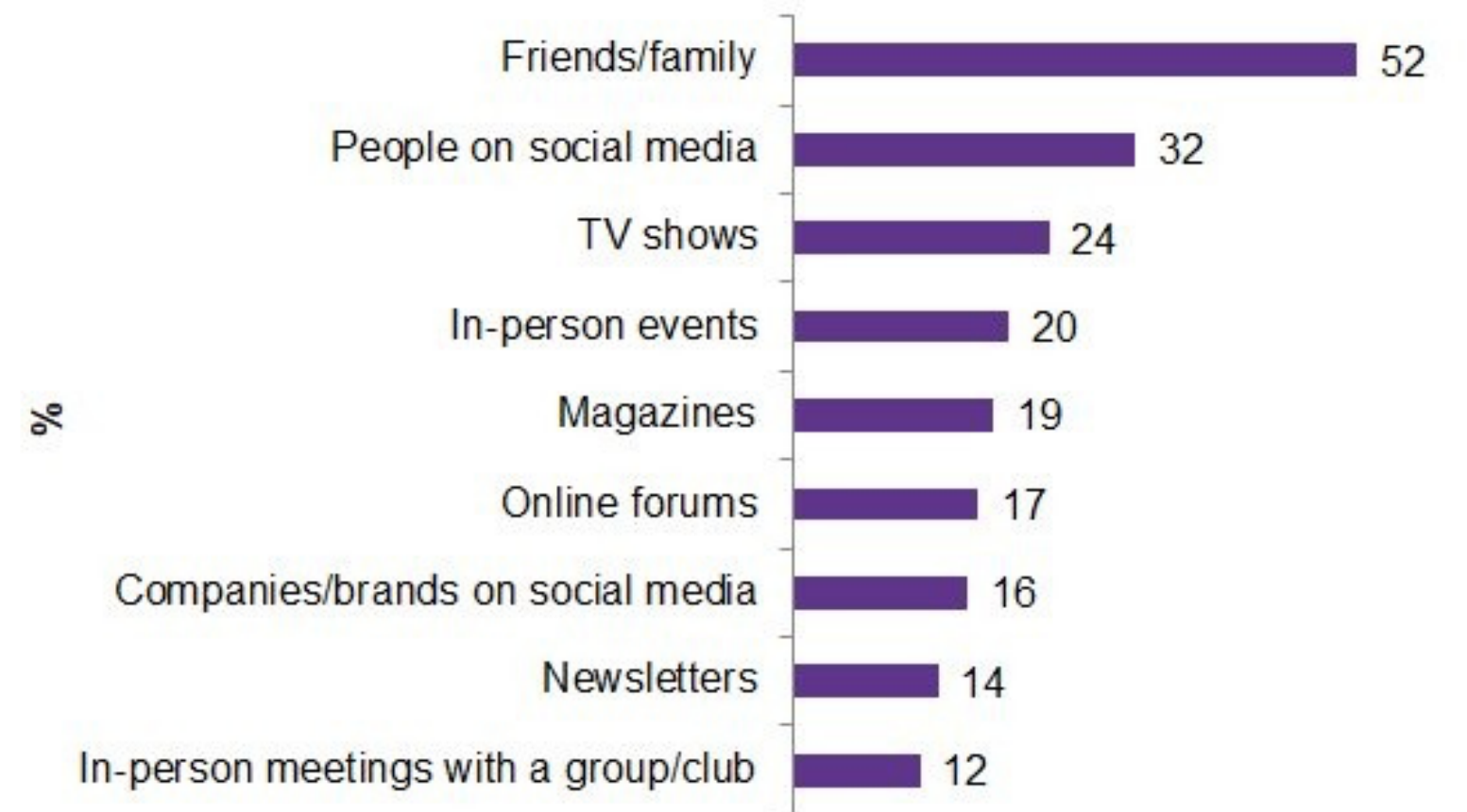
Utilize Social Media Influencers | Shareable Social Media Content | Sponsorships | Demo Days

Overall Goal: Boost Brand Awareness

Figure 3: Resources used to stay informed about the outdoors, September 2019

Base: 1,383 internet users aged 18+ who participated in an outdoor activity in the past 12 months

"What resources help you stay informed about the outdoor activities you enjoy?"



Source: Lightspeed/Mintel

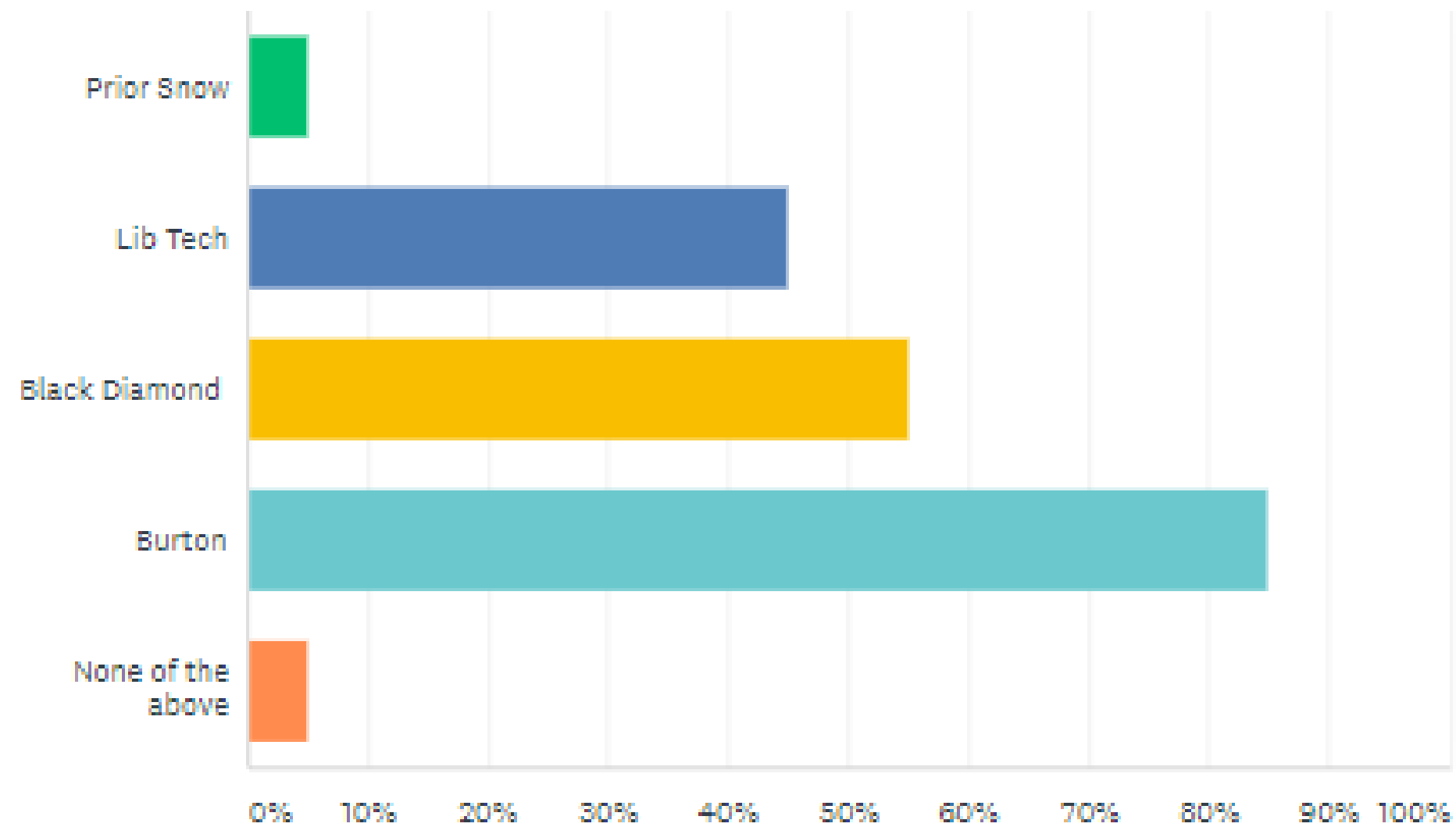
SURVEY RESULTS

Q3

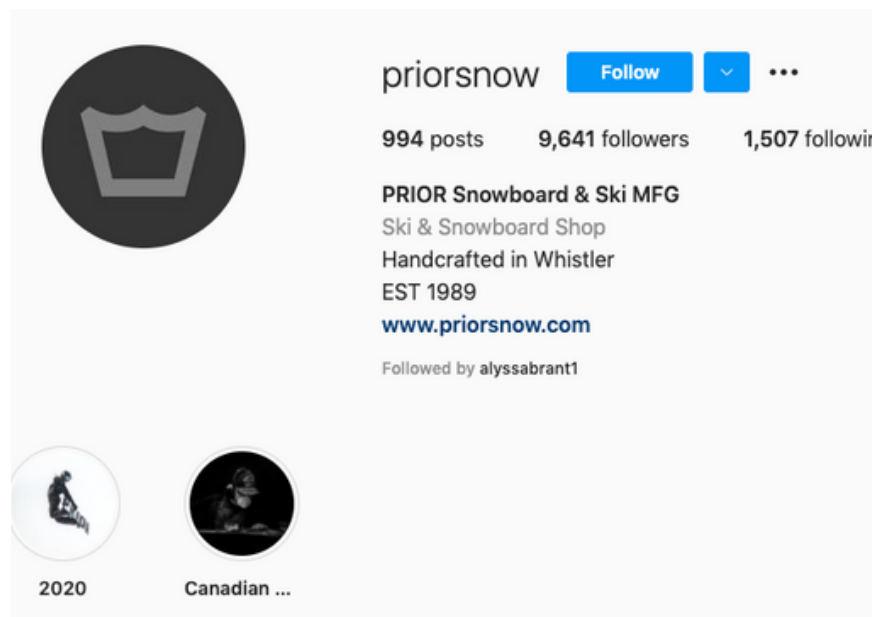


Which of the following brands have you heard of? (Select all that apply.)

Answered: 40 Skipped: 0



BOOST AWARENESS IN 4 STEPS



SOCIAL MEDIA TAKEOVER

- Advertising campaigns
- Influencers
- Hashtags



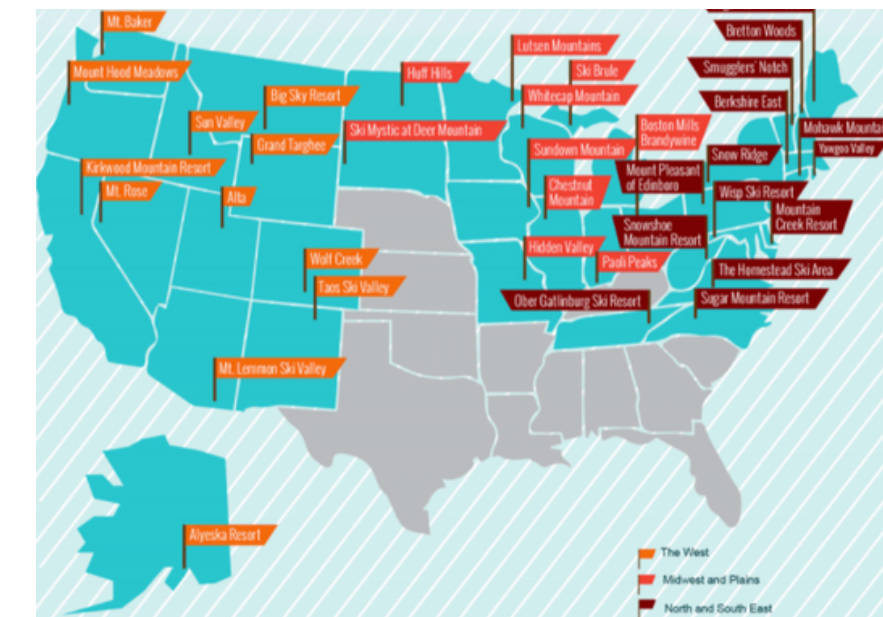
KEEP LOGO CONSISTENT

- Prior has a awesome logo - keep it that way
- Narrow it down
- Saturate the market



HIGHLIGHT CUSTOM BUILDS

- Create a Youtube series on custom builds
- Bring in known guests
- make it look real



MARKETING COMMUNICATIONS

- Collaborate with destination ski areas
- Sponsored events
- Gear in shops

#PRIORities

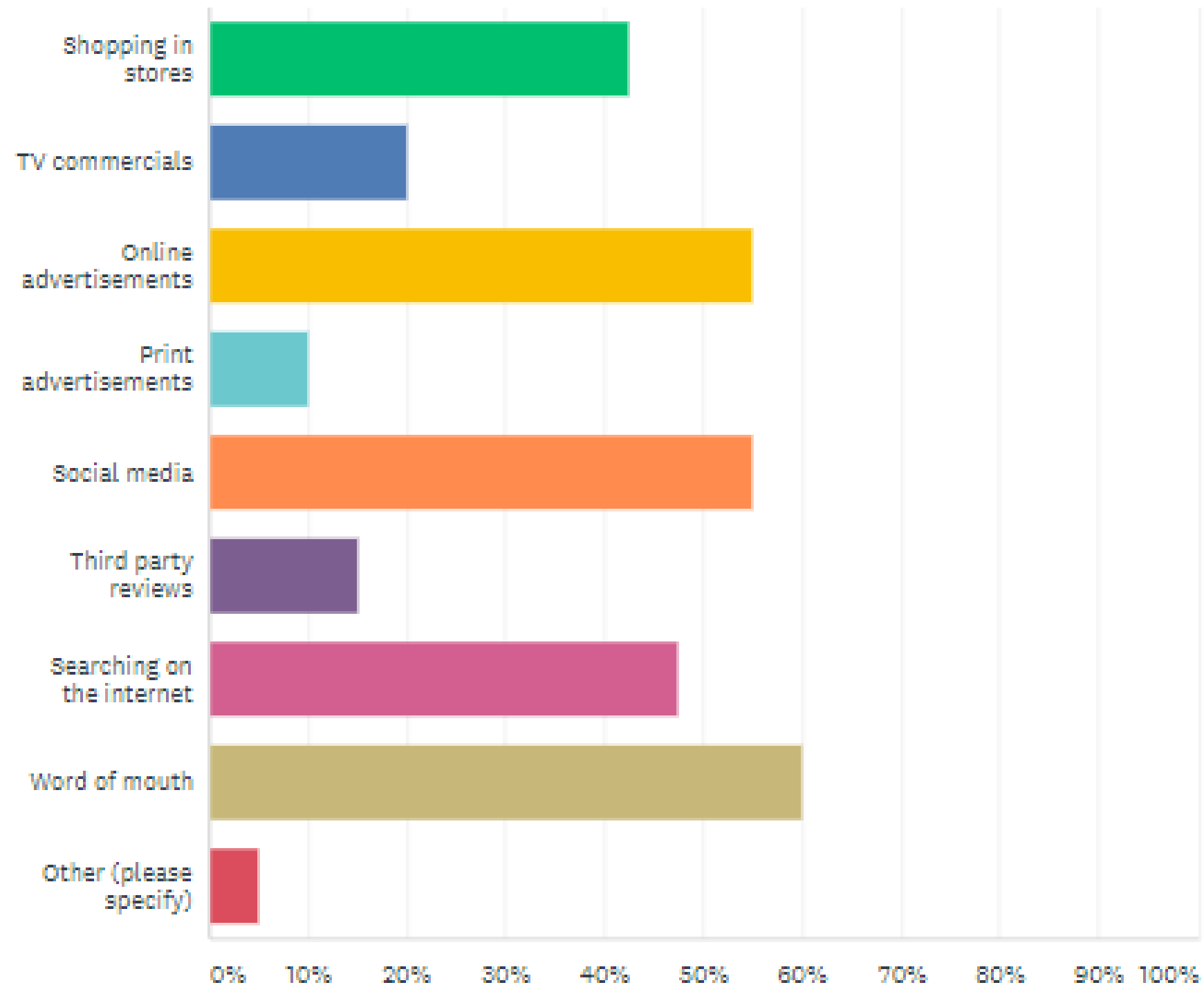
The Creative Concept

- #PRIORities focuses on bringing awareness to Prior Snowboard and Skis in the US
- Use #PRIORities along with other hashtags in creative ads
 - #playPRIOR
 - #PRIORperfect
- Encourage consumers to use this hashtag as a word of mouth tactic
- Each ad will highlight Prior and services
- Ads will also promote social media presence

SURVEY RESULTS

How do you typically find out about brands for this product category?

Answered: 40 Skipped: 0



YOUTUBE SERIES



Custom Builds

Boost brand awareness by showing the custom build process in an engaging format

INSTAGRAM



#PRIORities

Using the hashtag to promote and engage Prior users with company updates, products, events

TIKTOK



Influence and "SkiTok"

Reach individuals interested in snow sports using TikTok's algorithm by uploading short videos that highlight Prior products and by sponsoring TikTok influencers big in the snow sports

FACEBOOK + TWITTER



Old, but still effective

Start using platforms to attract wider audience range to reach and engage with. Create Facebook events as free advertising method

DEMO DAY



Test it out!

Create ads using #PRIORities campaign elements in collaboration with resorts to attract people to test products

ORGANIC REACH



#PRIORities

Goal of this campaign is to generate organic reach to spread awareness in US markets

SOCIAL MEDIA TAKEOVER



INFLUENCERS

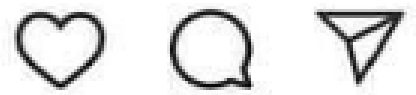
- Clothing haul from influencers
- Speaks to the beginner demographic
- Still needs to be familiar with the sports

SOCIAL MEDIA ADS

- Flashy ads that catch peoples attention - logo included
- Make ads look like real videos
- Hashtag campaign



priorsniw • Follow
Vail, CO



Liked by john and 1,560 others

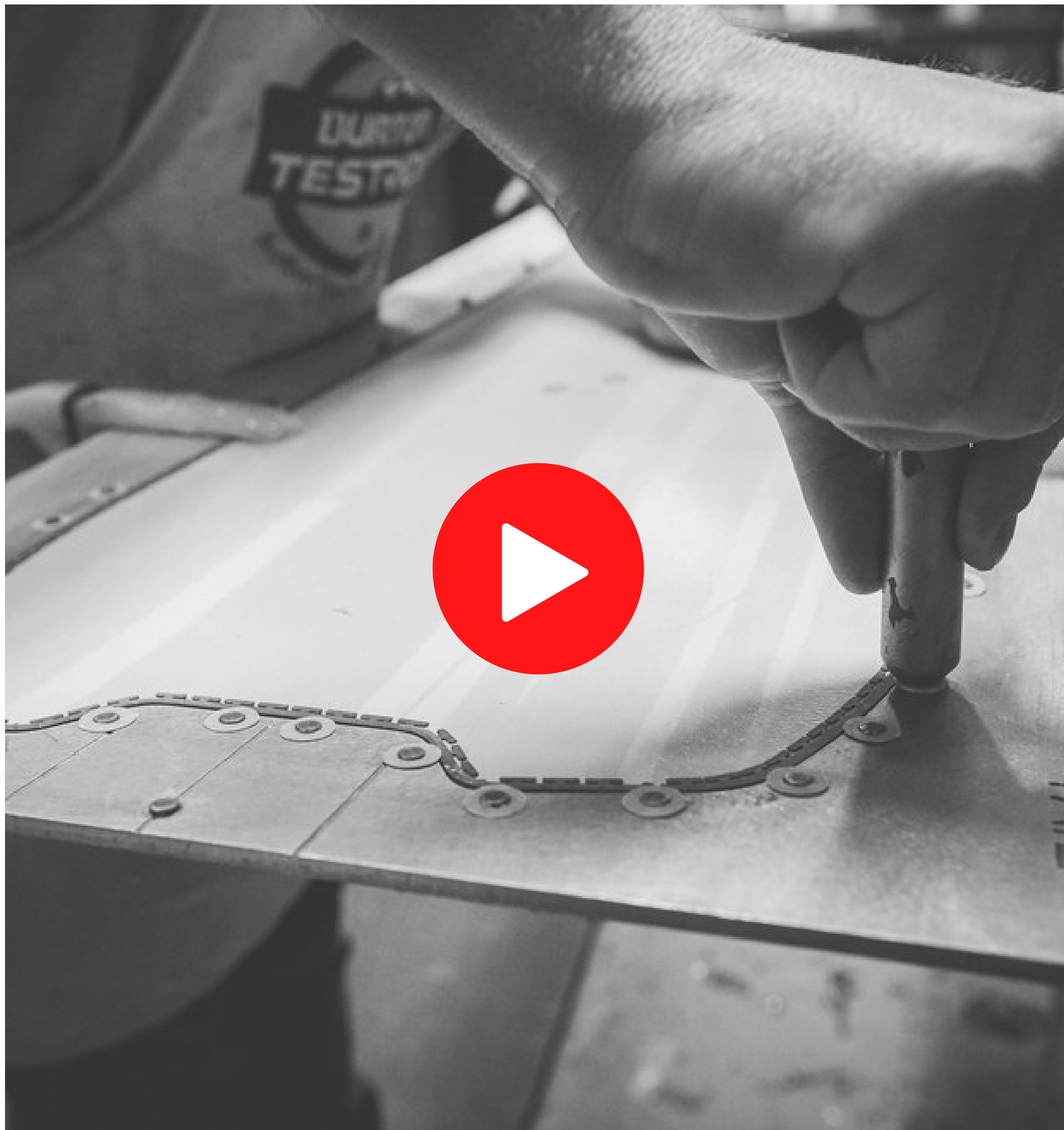
priorsniw Pick your #PRIORities. Join us at our Demo day starting at 10:00 AM in Vail, CO.

[#PRIORities1](#) ... more

[View all 20 comments](#)

5 MINS

SOCIAL MEDIA POST EXAMPLES



Custom Builds Series

- Youtube, Tiktok
- Each episode invites a well-known persona from the outdoor scene to come in and make a custom board
- Prior highlights why boards are built different ways
- Shows off the diversity of options prior has
- Delivers it in a fun way that doesn't look like advertising

Logo Consistency



MARKETING COMMUNICATIONS

THE MESSAGE

- Making Prior the priority

COMPANY TO CONSUMER INTERACTIONS

- Prior has been good at this – keep it up!

THIRD PARTY REVIEWS

- Unpaid reviews from third party review companies

COLLABORATE WITH DESTINATION RESORTS

- Sponsored events
- Gear in base area shops/rentals

MEDIA SCHEDULE

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sponsored Mountain	Mountain events												
	Sponsored Amateur riders												
Social Media/ Influencers	Tik Tok ads and Influencers												
	Instagram/facebook Ads												
	Youtube												
apperal giveaway													

FOCUS MONTHS

Focus mainly on the months towards the beginning of the season. People are more likely to purchase their new board in the summer or fall before season. Also focusing on holiday months so they can receive the gift of Prior

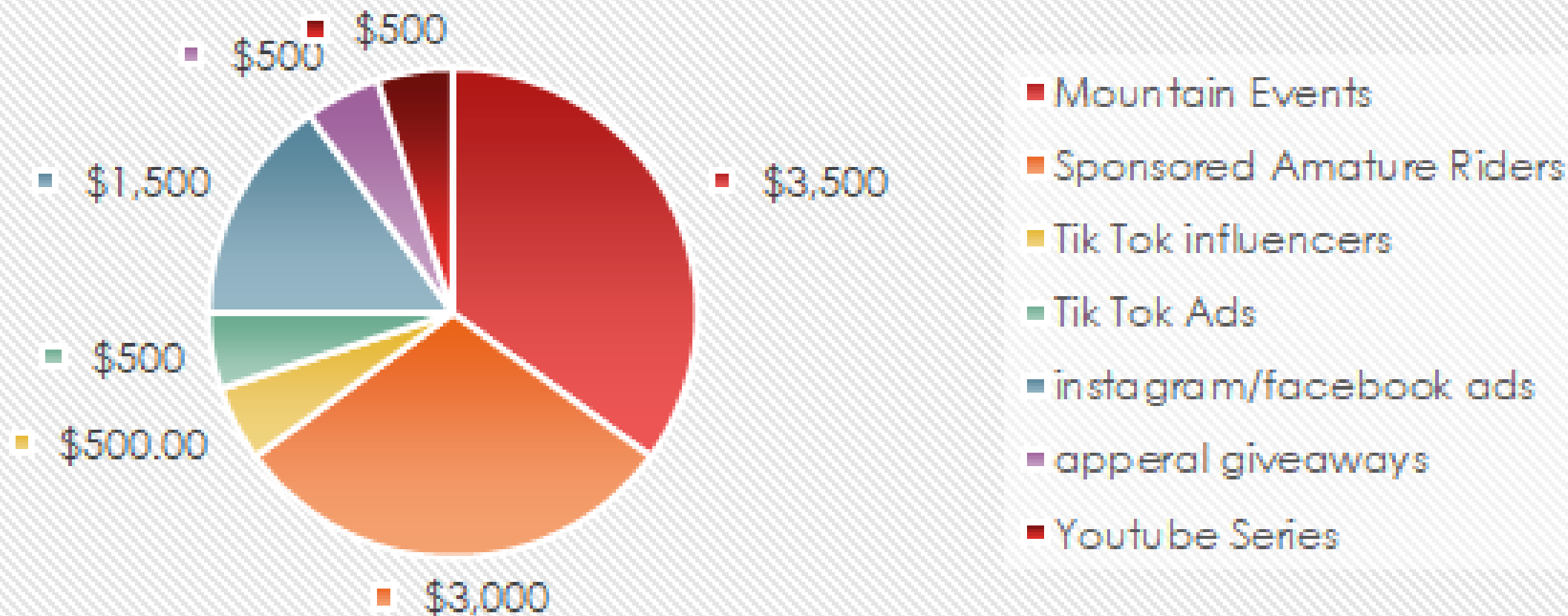
CONSISTENCY WITHIN PLATFORM

Having a sponsored mountain riders and influencers with the same logo and ideas. If someone sees a prior tent and snowboard on the mountain and then sees an advertisement on their phone it will be likely for them to interact.

WHERE IS YOUR MONEY GOING?

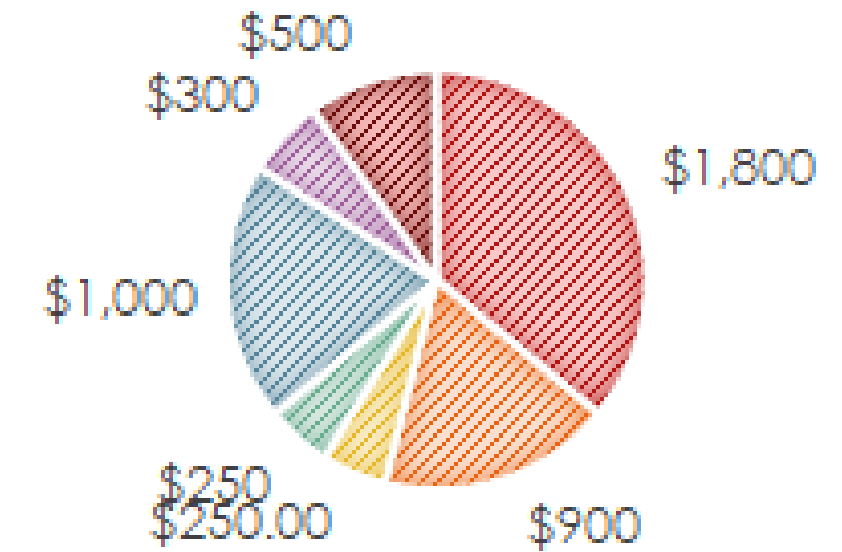
#PRIORities

10K Budget

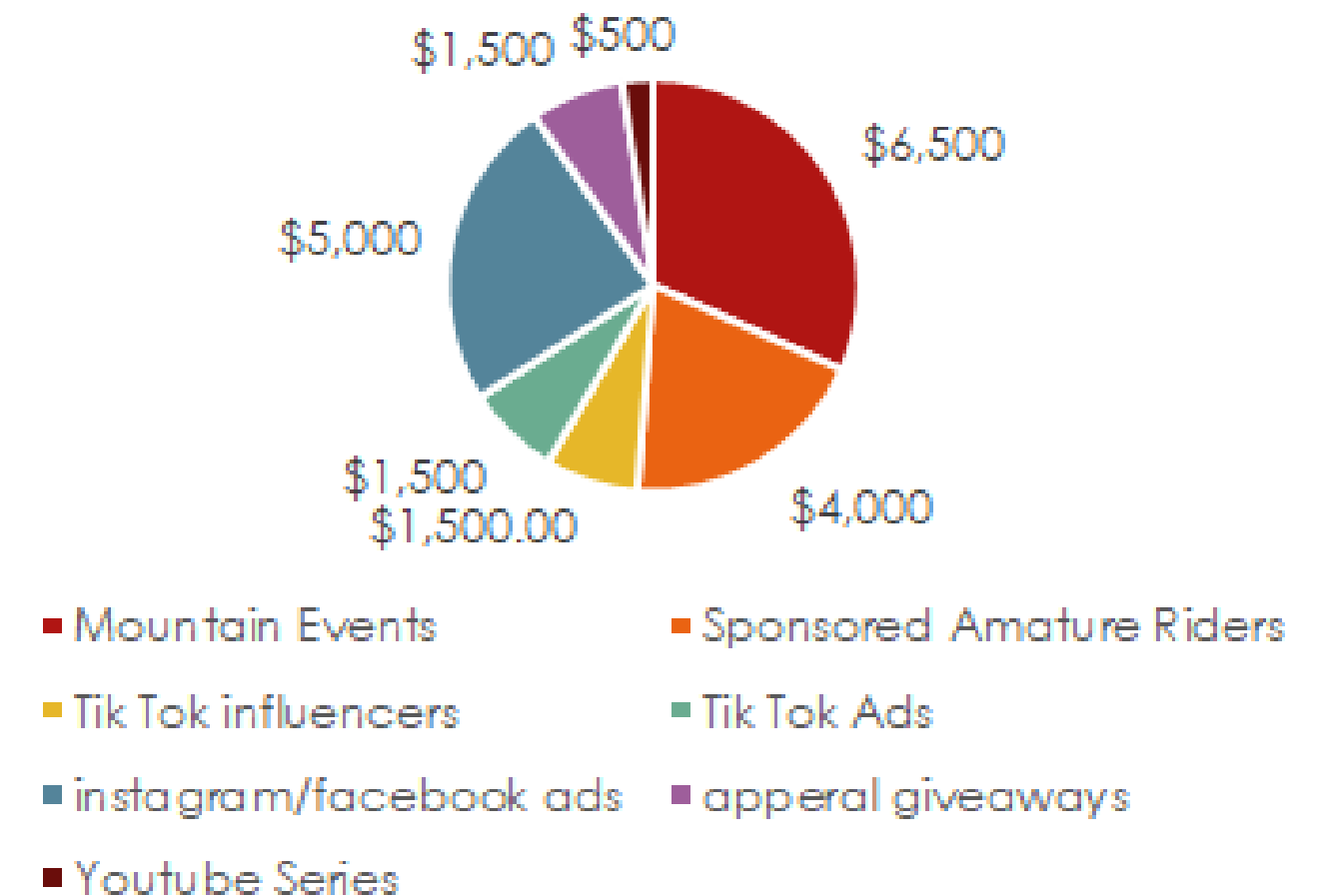


5K BUDGET

- Mountain Events
- Tik Tok influencers
- instagram/facebook ads
- Youtube Series
- Sponsored Amature Riders
- Tik Tok Ads
- apperal giveaways



20k Budget



EFFECTIVNESS MEASUREMENT

SOCIAL MEDIA ANALYTICS

PARTNERSHIP/SPONSORSHIPS

INCREASE ENGAGEMENT WITH CUSTOMERS

ATTENDANCE NUMBERS

CUSTOMER SURVEYS

INCREASE IN PRODUCT SUPPLY & DEMAND



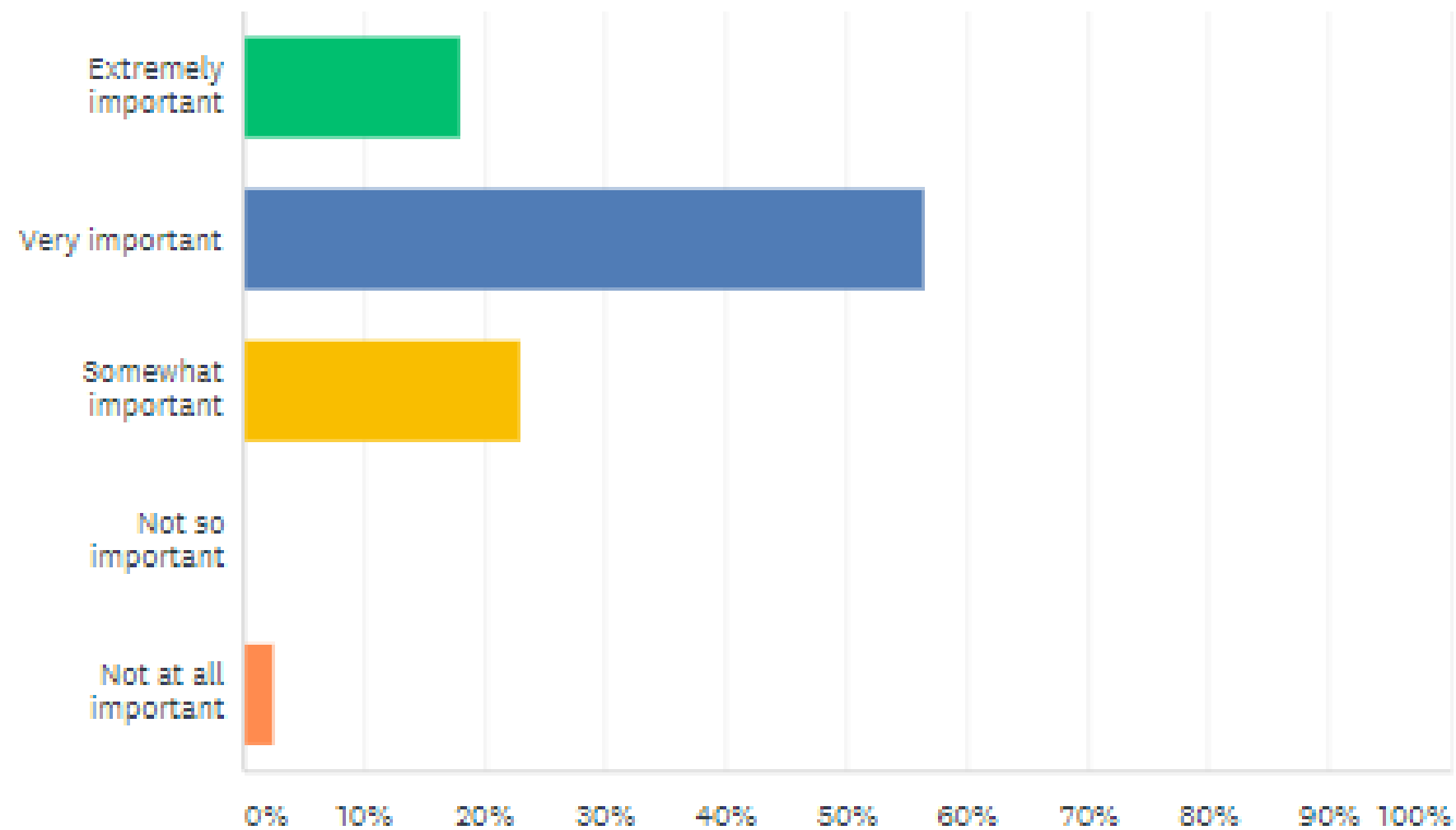
SURVEY RESULTS

Q7



How important is price in your decision to buy similar products?

Answered: 39 Skipped: 1



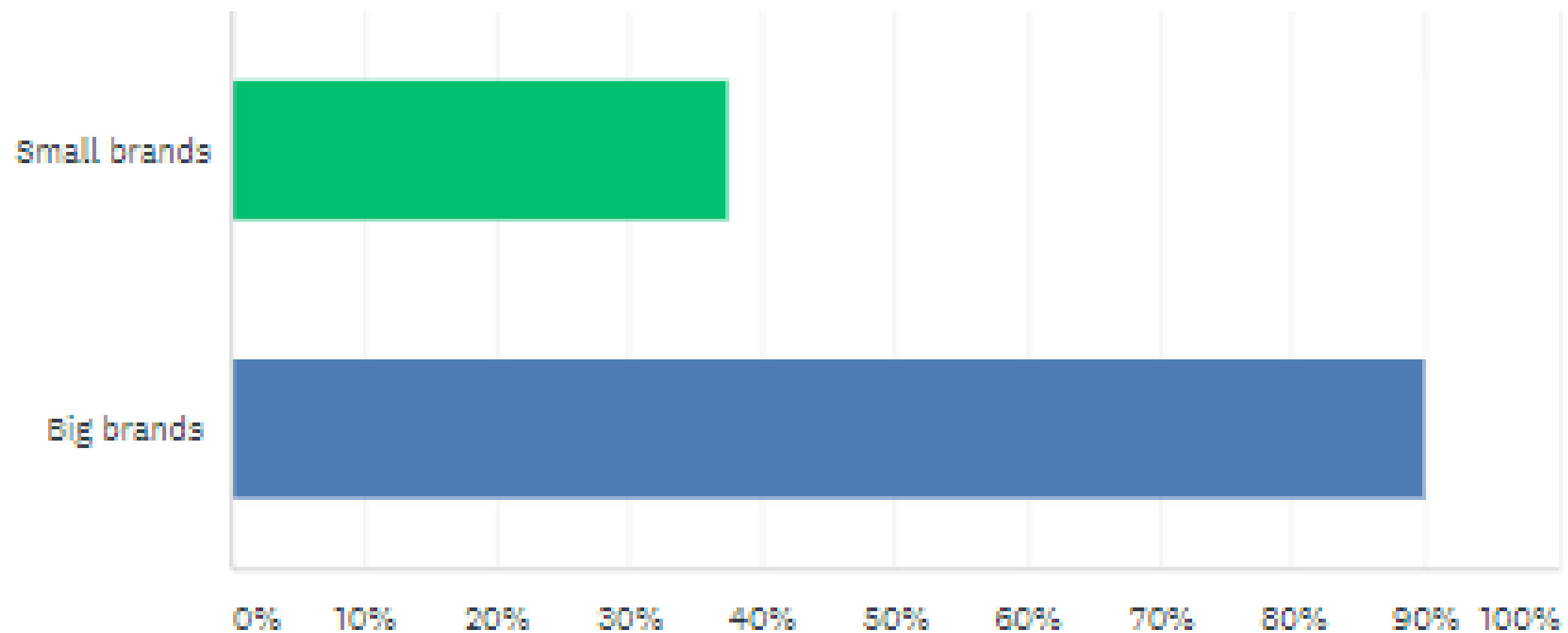
SURVEY RESULTS

Q5



Which of the following brand(s) do you typically buy?
(Select all that apply.)

Answered: 40 Skipped: 0



RECOMENDATIONS

- SPROUT SOCIAL ACCOUNT: SCHEDULE POSTS ACROSS DIFFERENT PLATFORMS OF SOCIAL MEDIA
- BUILD AND EXPAND ON CLOTHING LINE AND THE PROMOTION OF IT
- SOLIDIFY ONE LOGO AND BECOME CONSISTENT WITH IT

