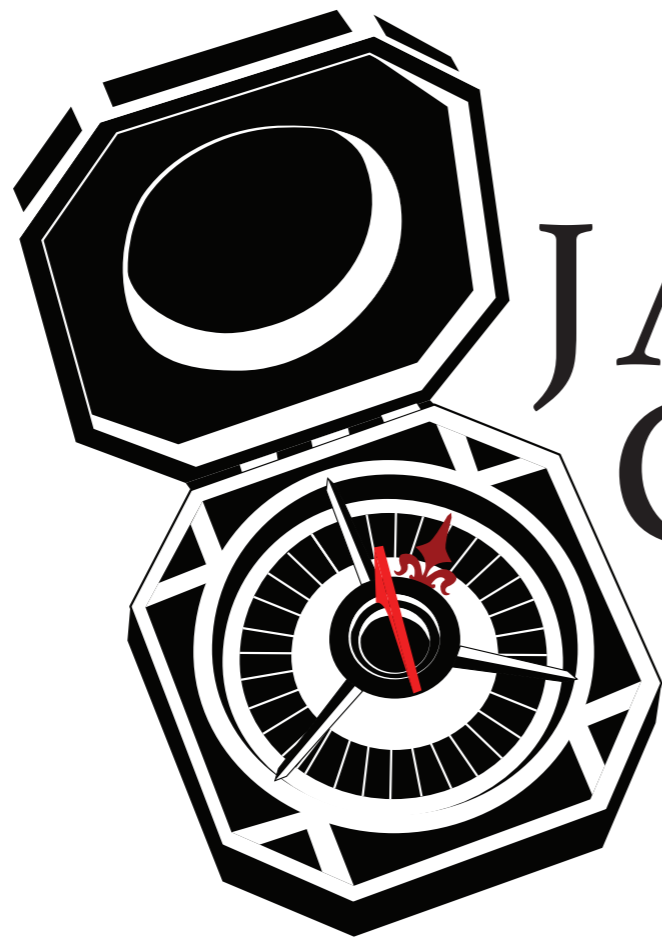




Columbia

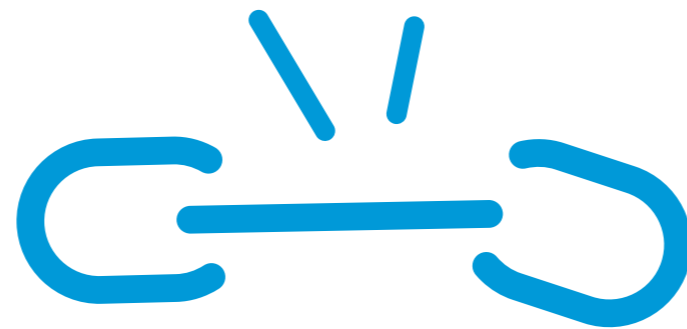
HELLO



JACK'S
COMPASS

SITUATION

Younger Demographic

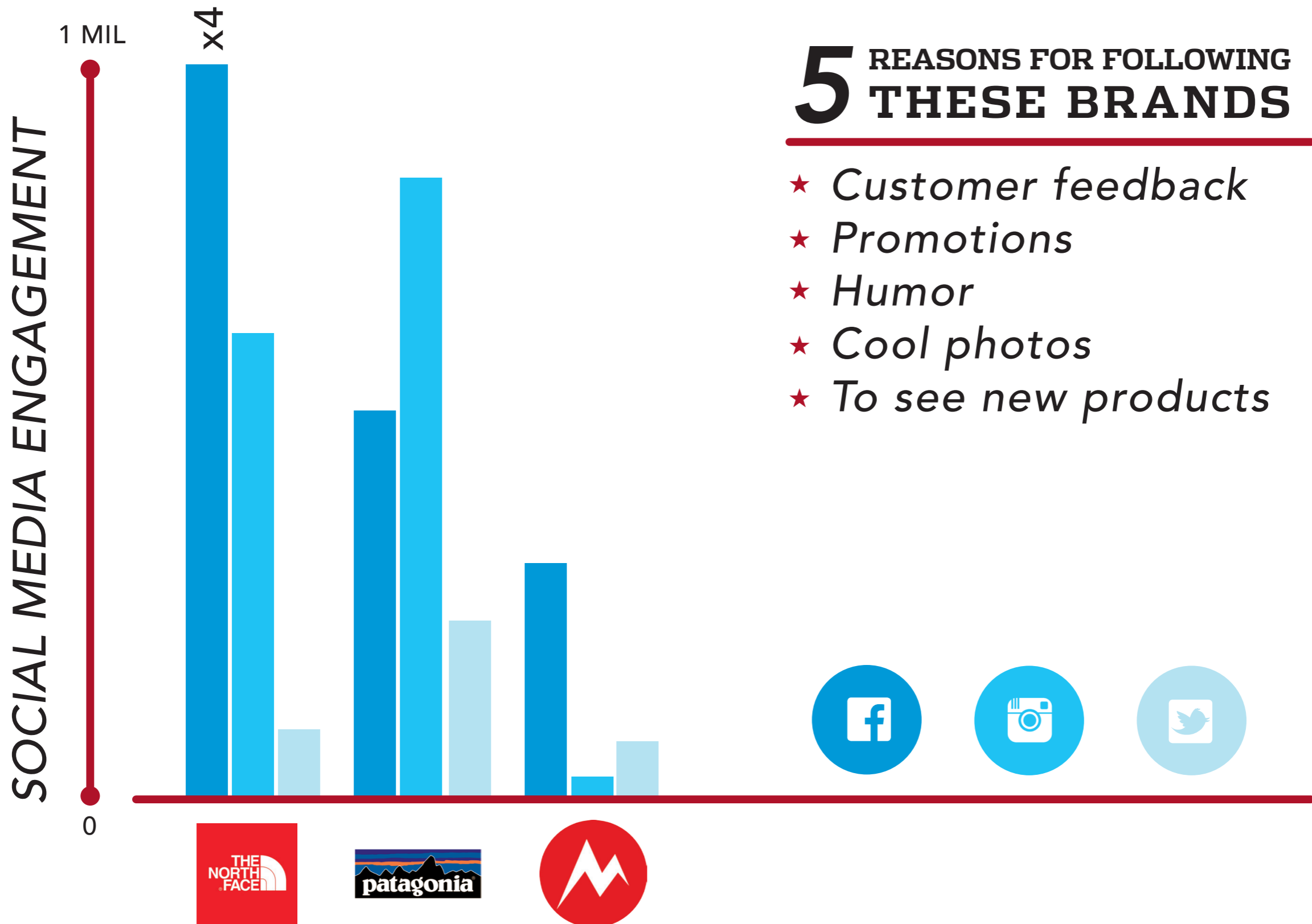


 Columbia

OBJECTIVE

To attract a younger consumer without leaving our core audience.

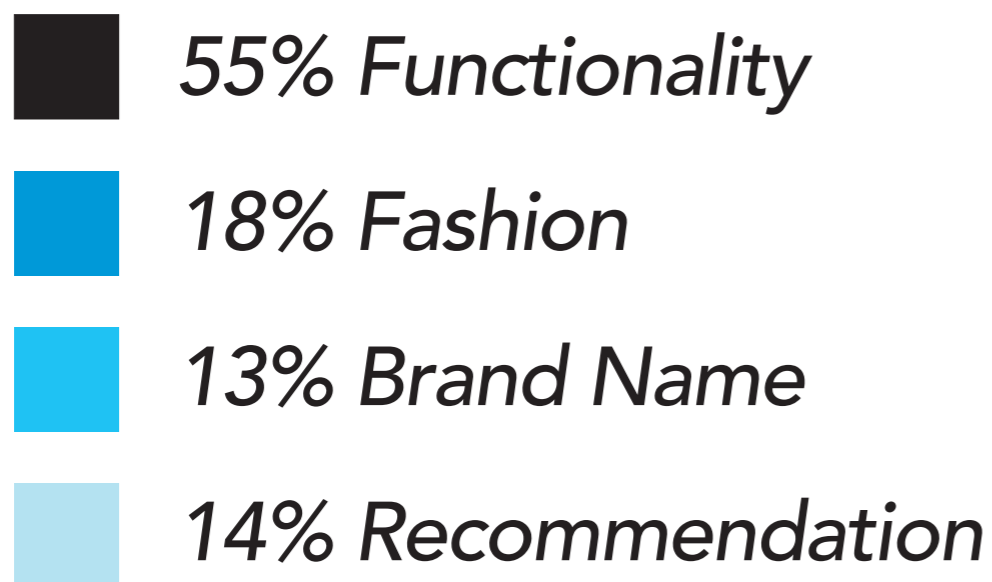
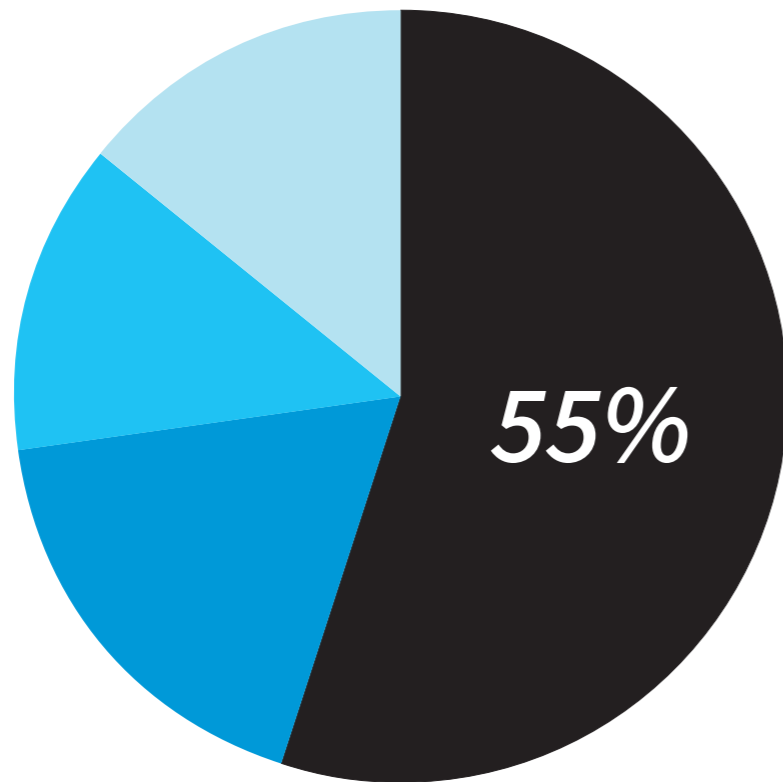
COMPETITION



5 REASONS FOR FOLLOWING THESE BRANDS

- ★ Customer feedback
- ★ Promotions
- ★ Humor
- ★ Cool photos
- ★ To see new products

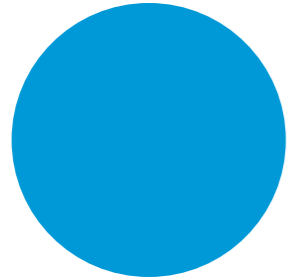
FINDINGS



What is an Adventure?

- 85% Hiking
- 47% Biking
- 31% Walking/running
- 89% Road trips
- 28% Attending a sporting event
- 7% Going to class/work
- 69% Snowboarding/skiing
- 28% Beer consumption
- 78% Mountain climbing
- 70% Skydiving
- 46% Dog Walking
- 4% Heli-Copter Skiing
- 17% Bouldering
- 25% Other

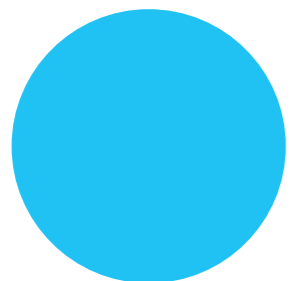
AUDIENCE



PRIMARY

Millennials, 18-29 year-olds

Thrill-seekers. Highly liberal and sociable

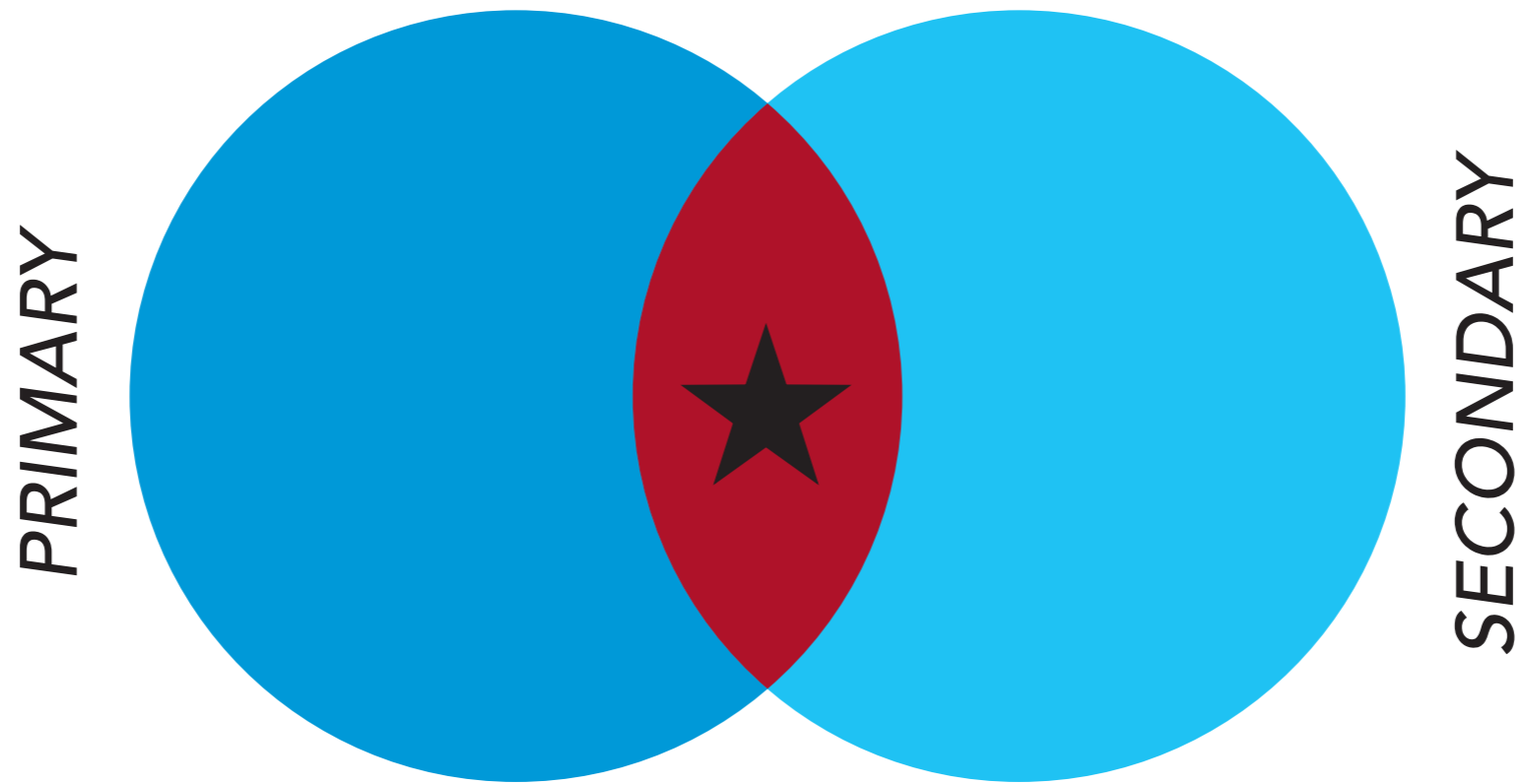


SECONDARY

Gen X, 35-54 year-olds

Highly determined and highly social individuals.

SHARED



5 key insights



Single Most Compelling Idea

COLUMBIA CARES ABOUT EVERY ADVENTURE.

CAMPAIGN

#OPENADVENTURE



MEDIA MAP



MINNEAPOLIS

BOSTON

CHICAGO

DENVER

NEW YORK

SALT LAKE

PHILADELPHIA

SEATTLE

MEDIA SCHEDULE

August

September

October

November

December

ESPN



Youtube



Pandora



Spotify



OOH



Promotion



Installations



Retail

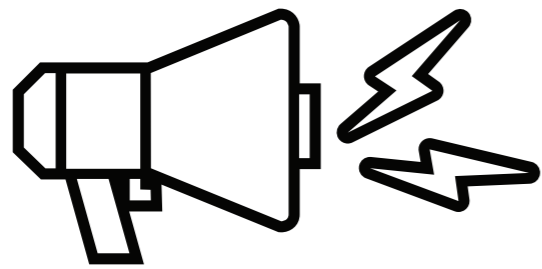


MEDIA BUDGET

- \$3 million: City Installations
- \$2 million: Care Packages
- \$2 million: Youtube
- \$2 million: Spotify
- \$1.9 million: Subways
- \$1 million: Watch ESPN
- \$1 million: Retail
- \$1 million: Pandora
- \$15,000: Microsite



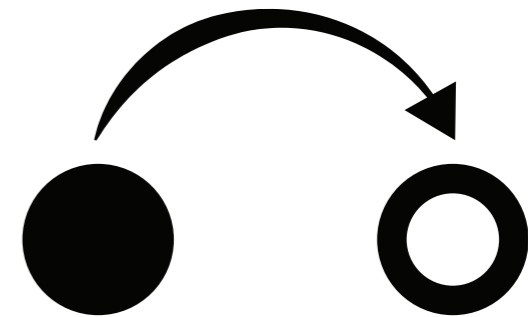
TACTICS



ATTRACT

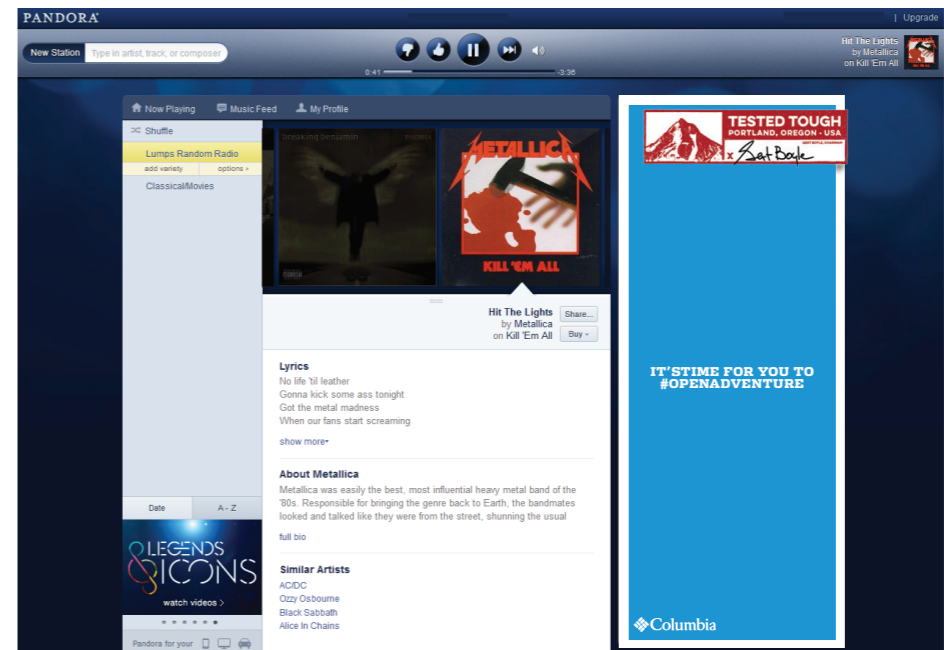
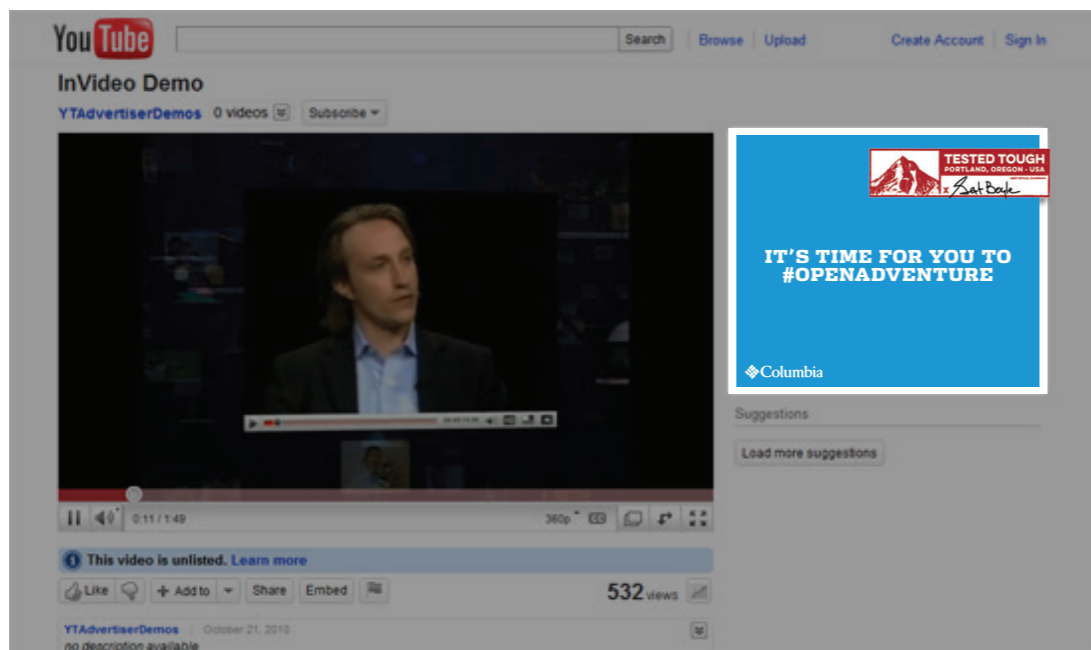
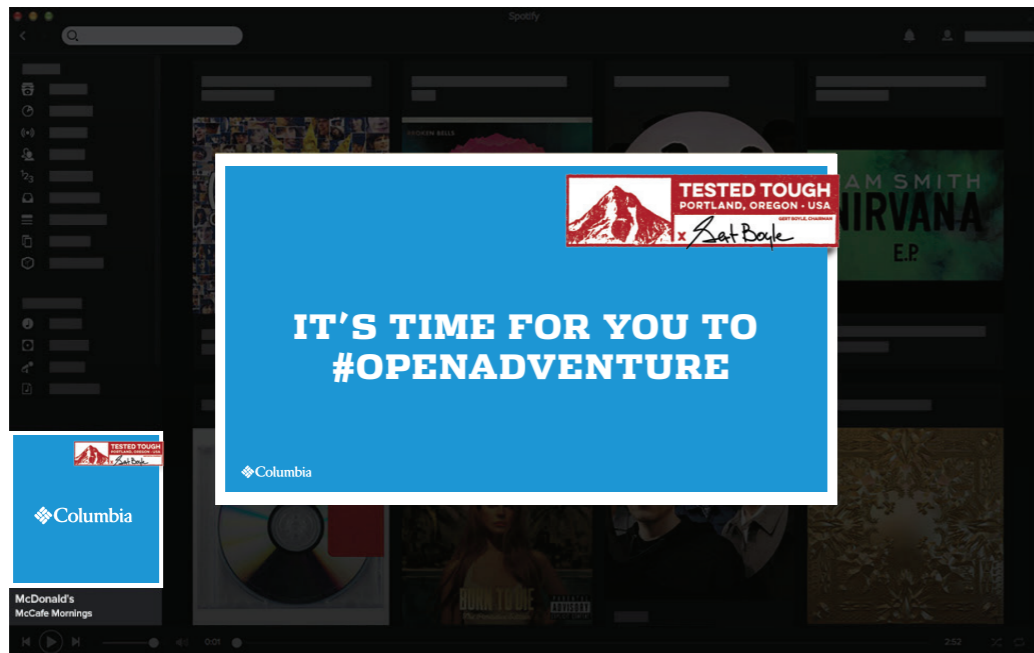


ENGAGE

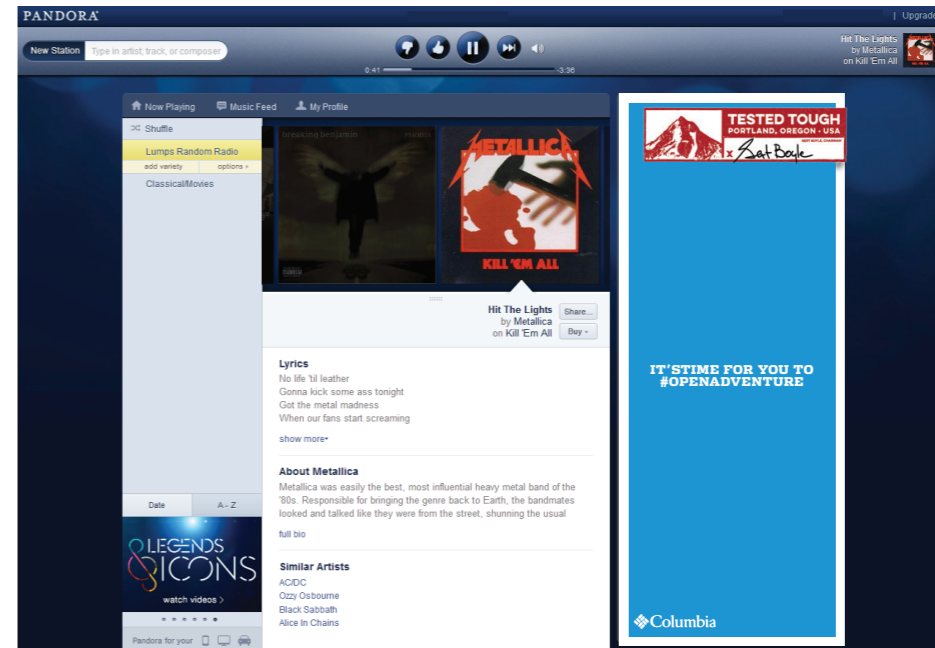
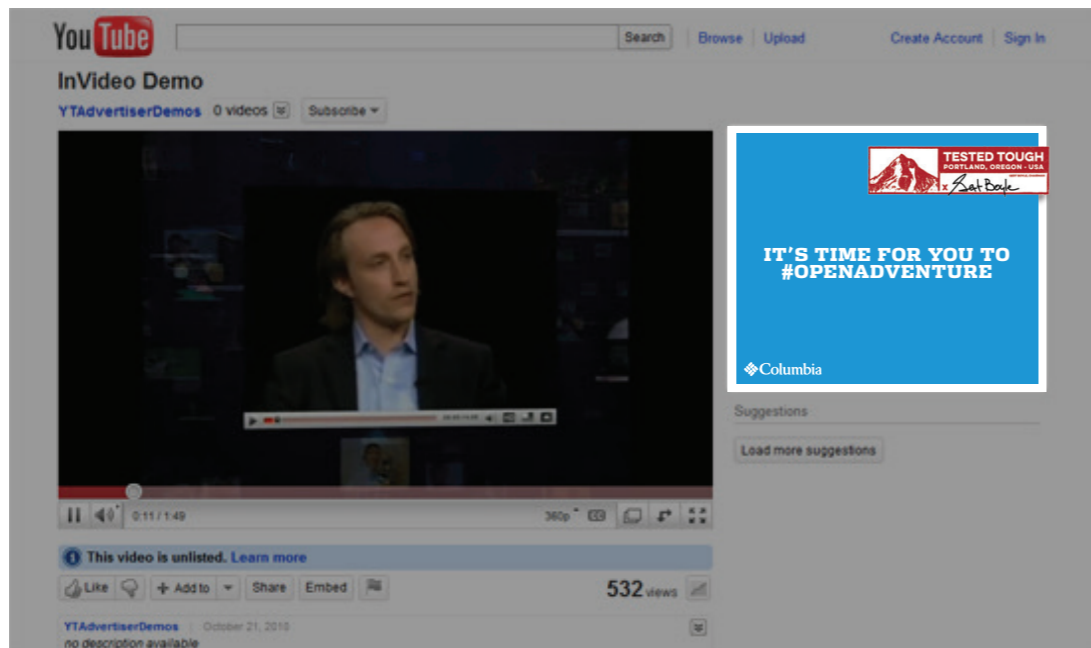
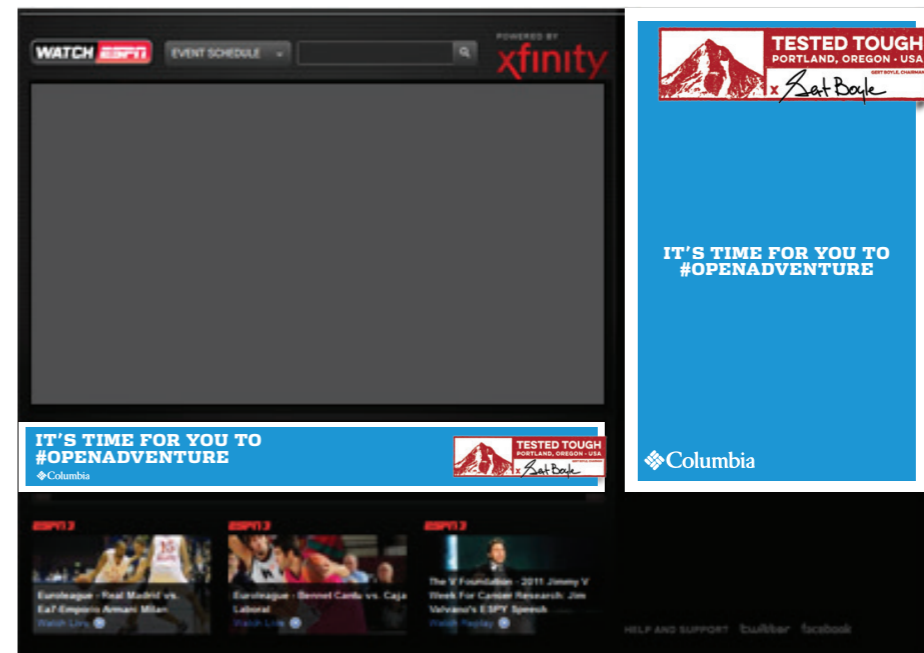
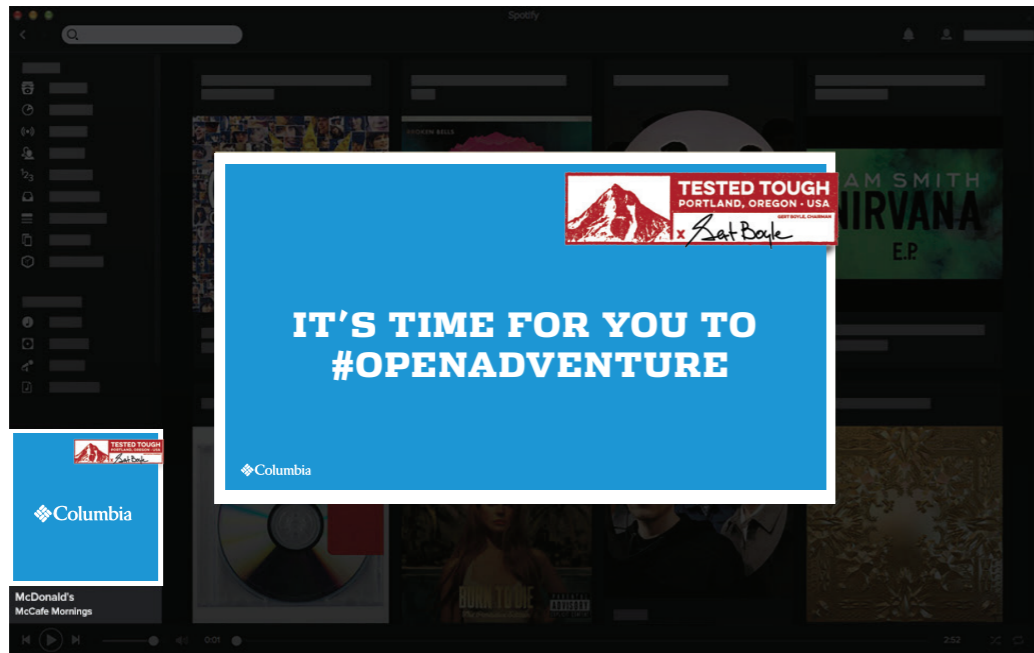


CONVERT

ATTRACT



ATTRACT



ATTRACT

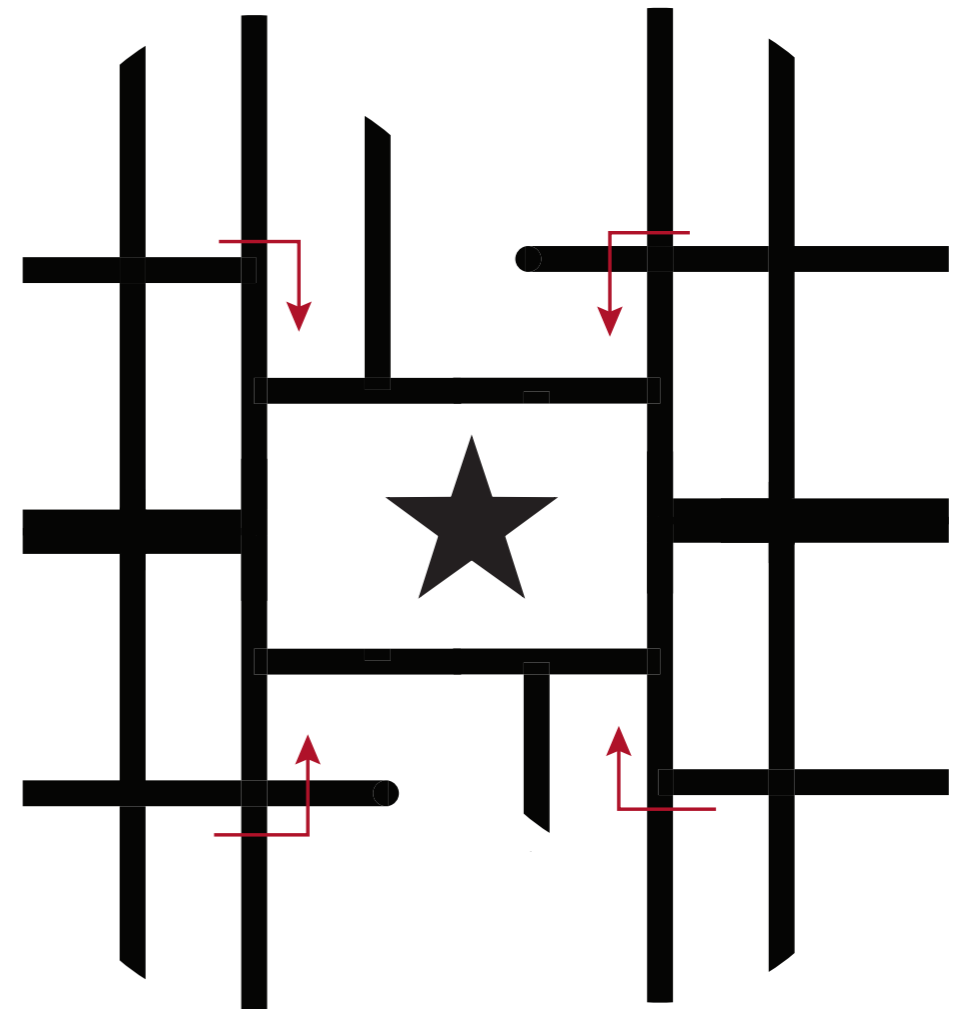
Micro-Site



ATTRACT



Labor Day Weekend



ATTRACT

#361
SNOW MAN



CAN'T HANDLE THE SNOW?
GO BACK INSIDE. PUT THAT IN
YOUR CORNCOB PIPE AND SMOKE IT

#OPENADVENTURE



#362
BEACH BUM



SUNSETS AREN'T SUPPOSED TO
BE SEEN BEHIND GLASS.
#NOFILTER

#OPENADVENTURE



#356
DOG WALKER



RUFUS ISN'T WORRIED ABOUT
GETTING HIS PAWS WET.
ARE YOU?

#OPENADVENTURE



#365
IMPRESS(H)ER

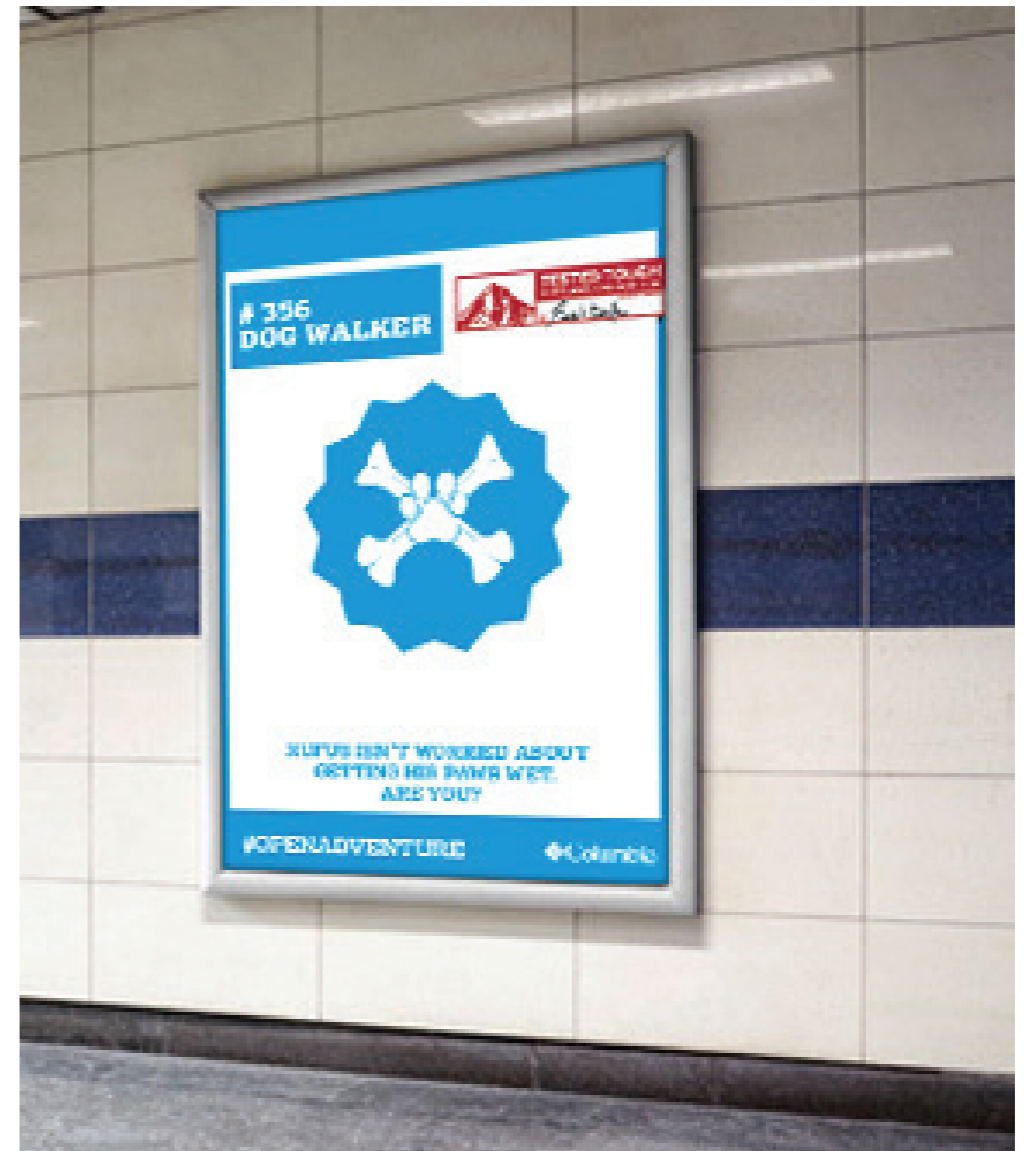


ROSES ARE RED.
VIOLETS ARE BLUE.
WE'LL SAVE YOU A TRIP TO THE
FLORIST, THE REST IS ON YOU

#OPENADVENTURE

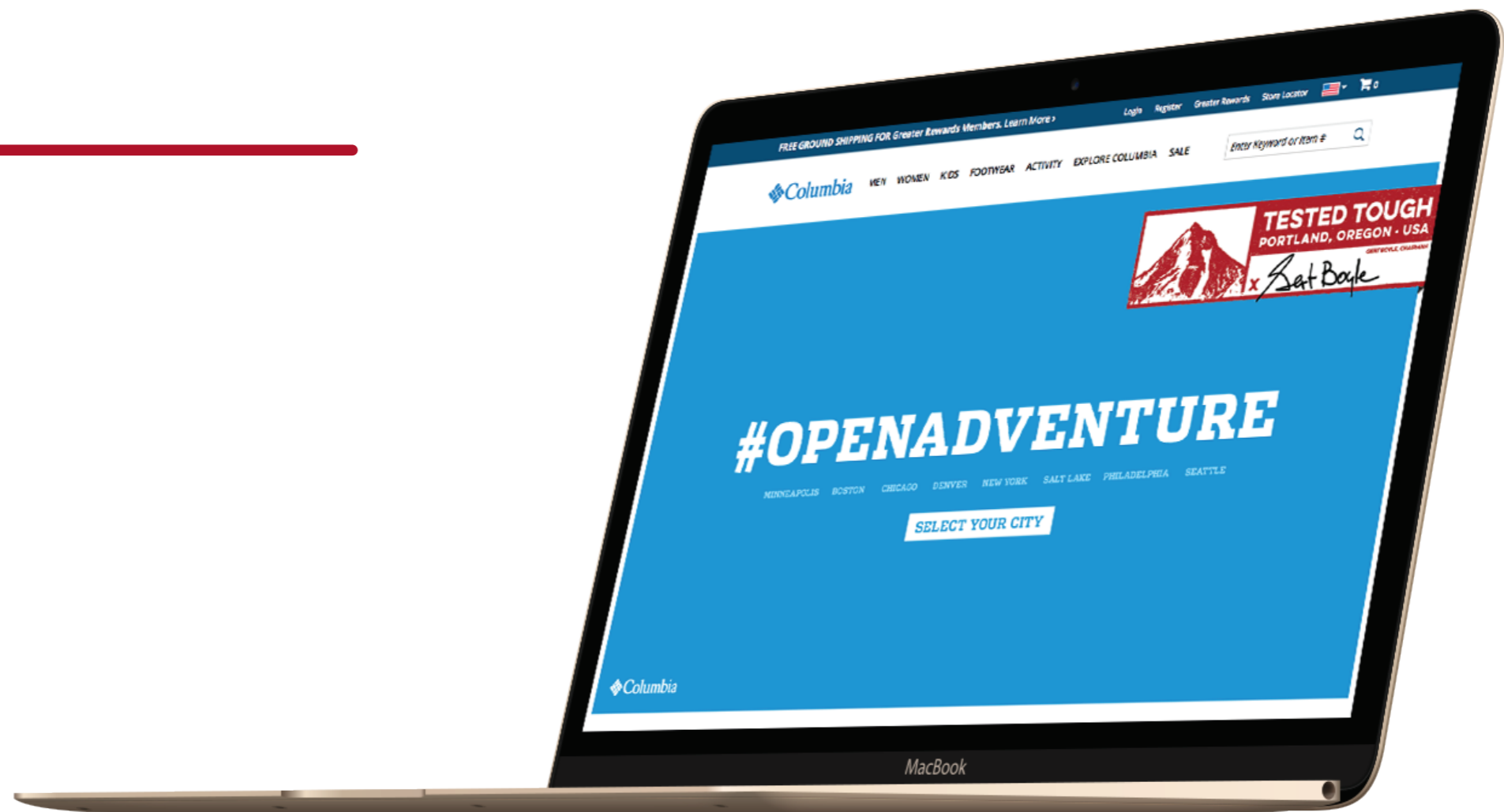


Out of Home



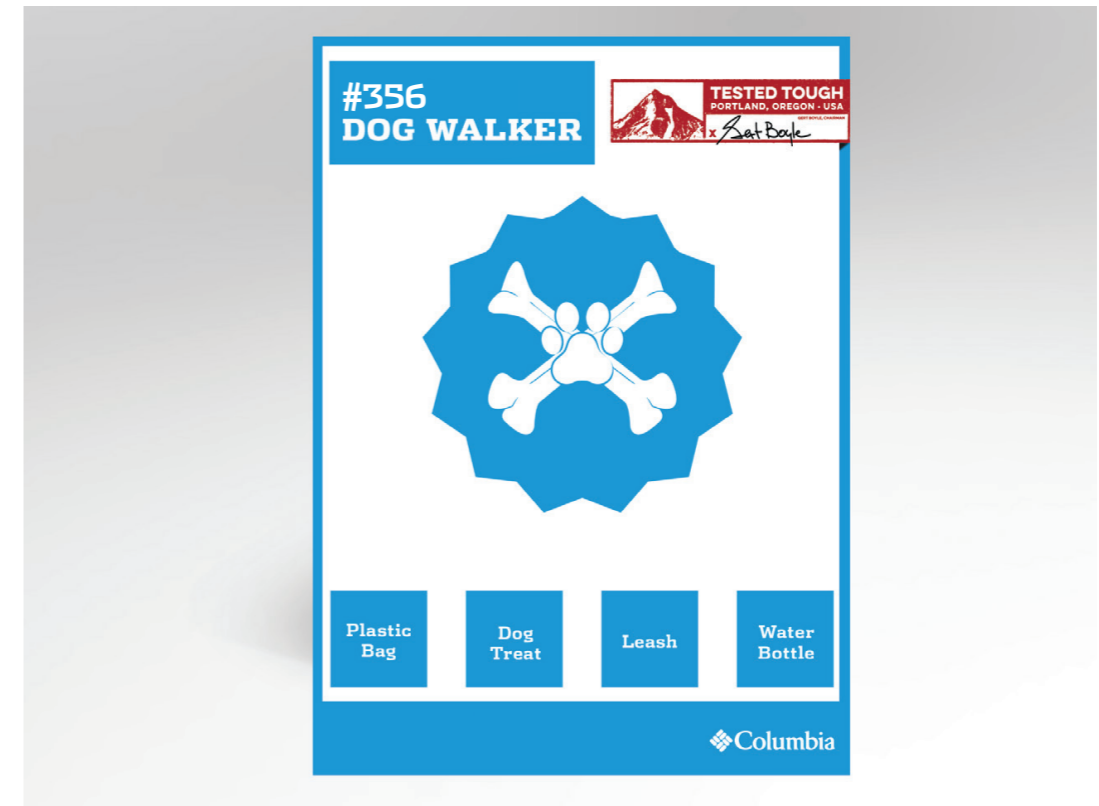
ENGAGE

Micro-Site



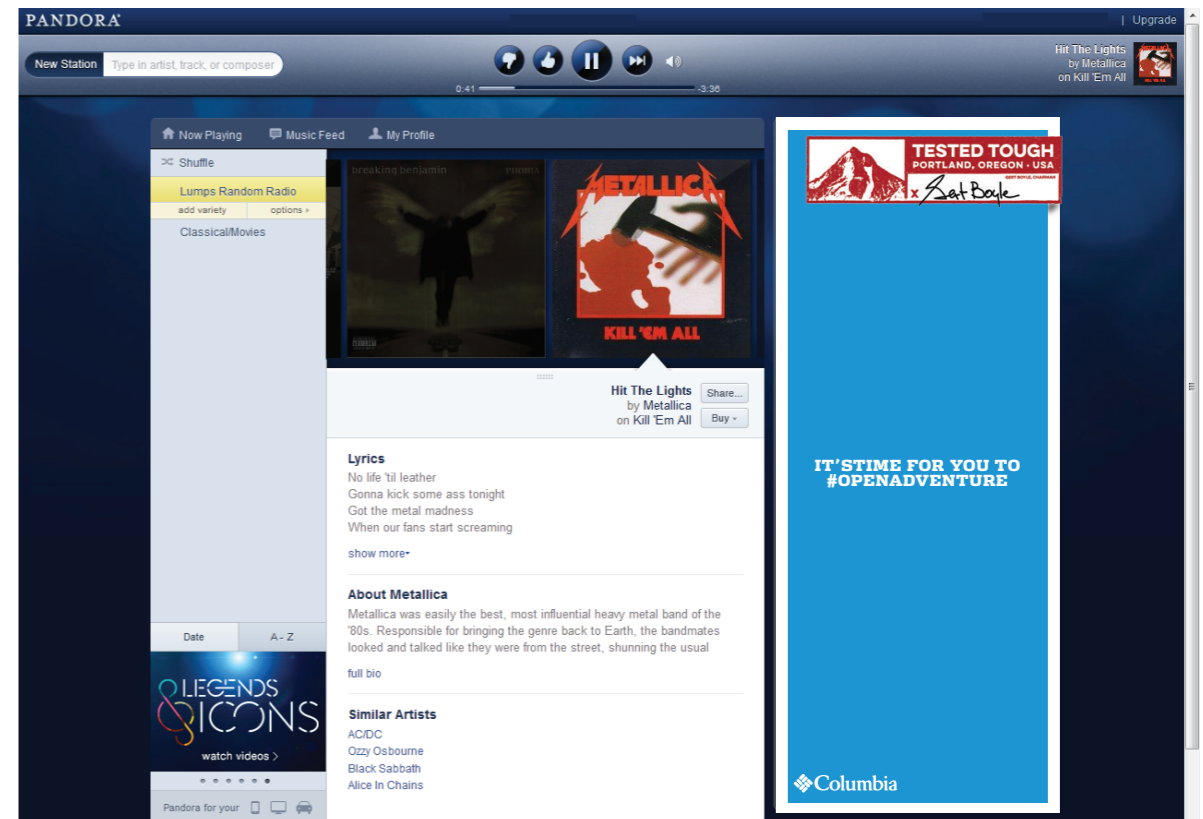
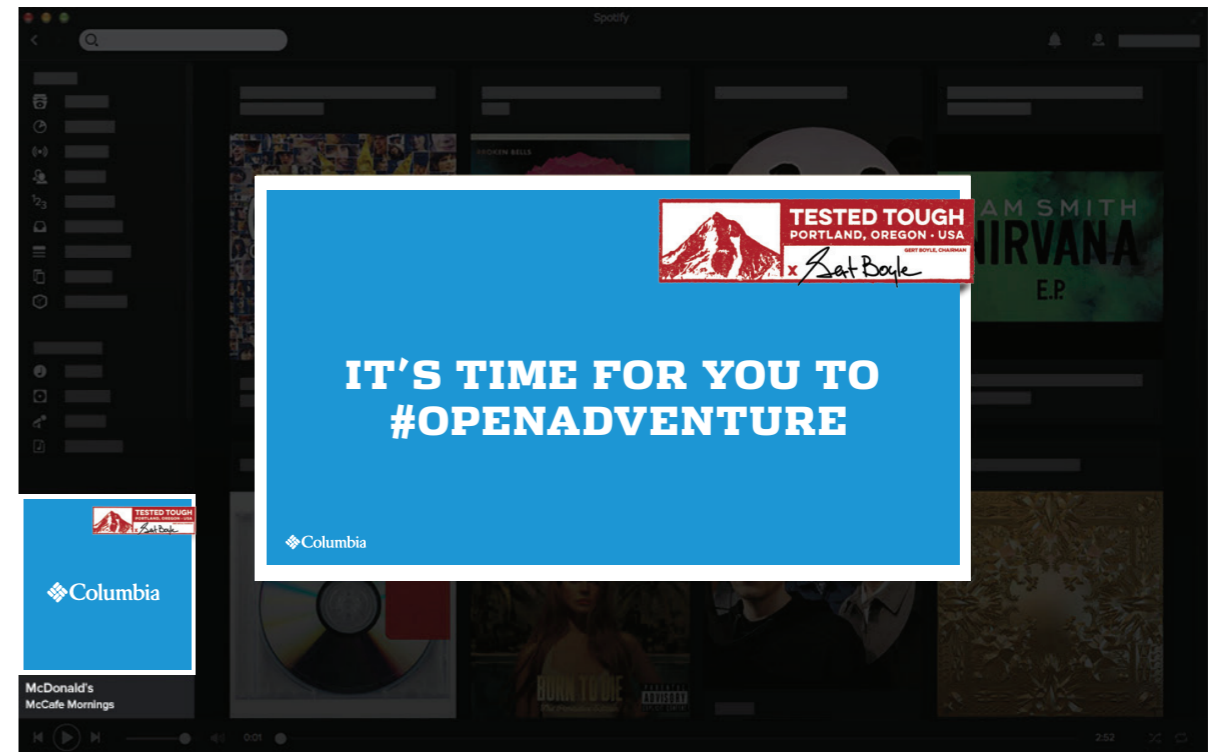
ENGAGE

Care Package



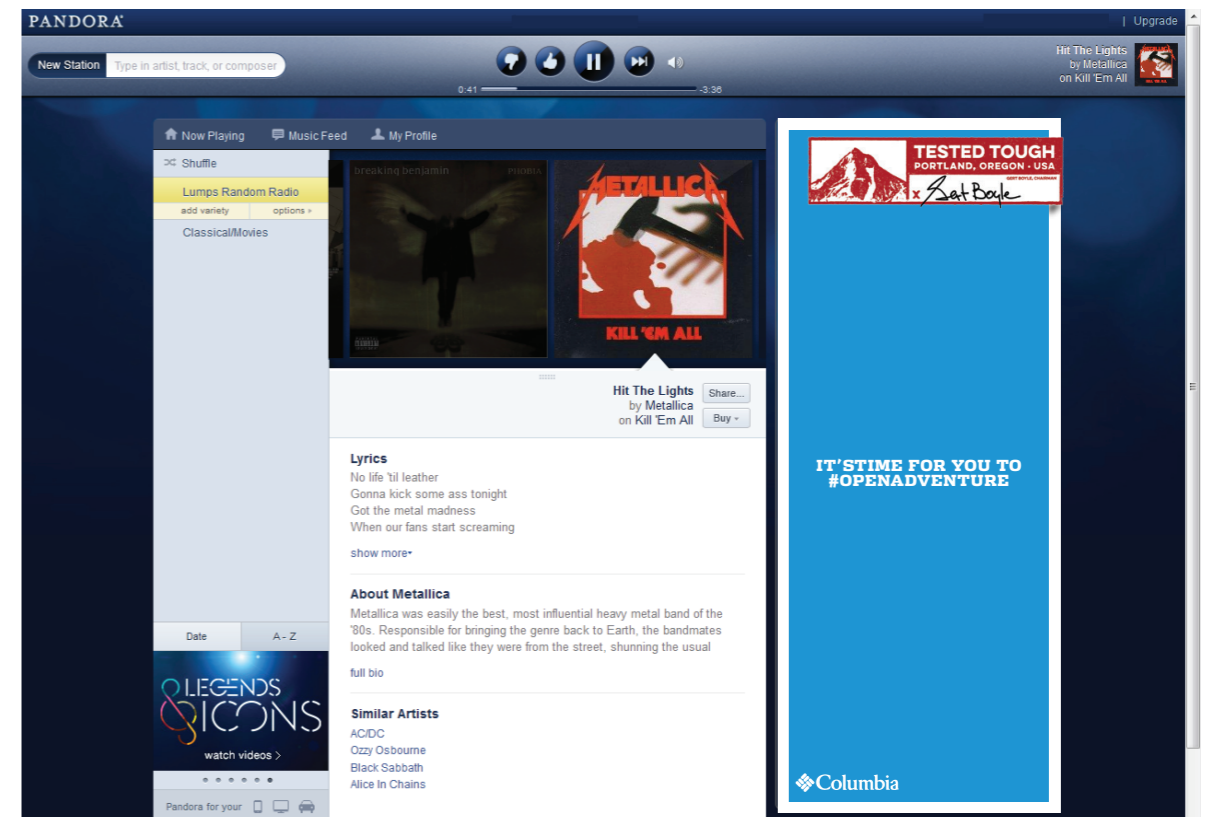
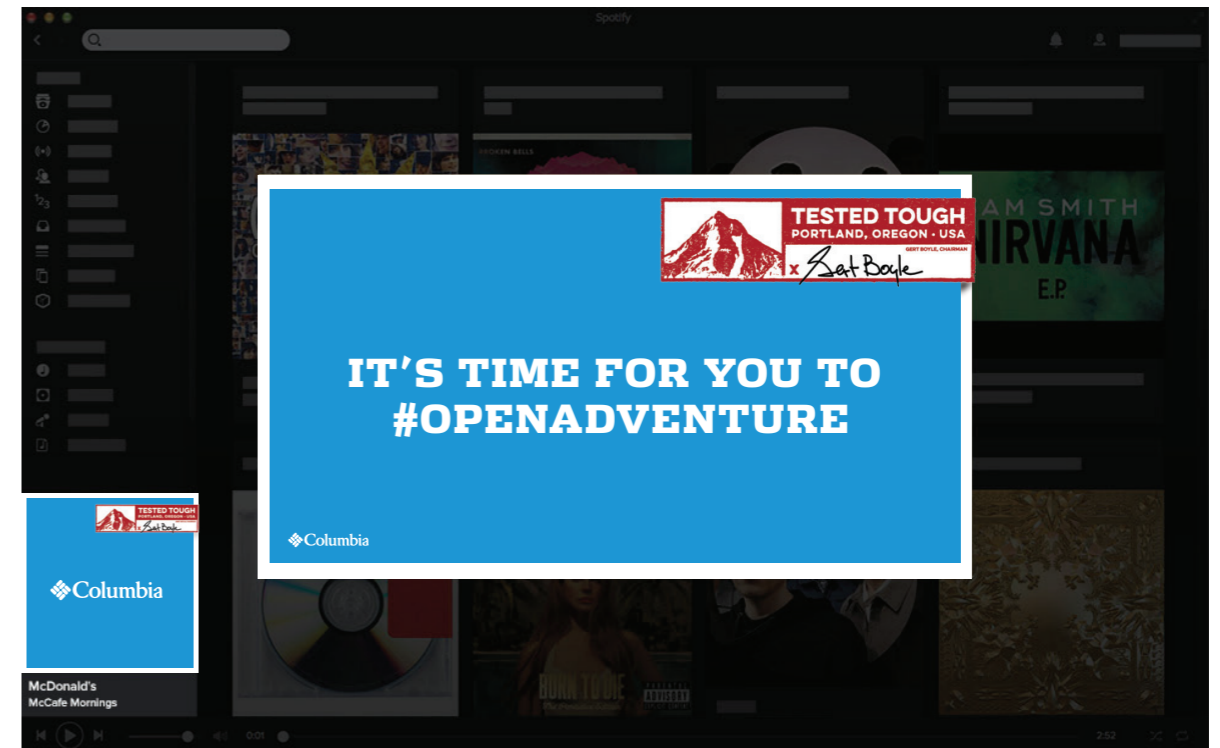
ENGAGE

Internet Radio



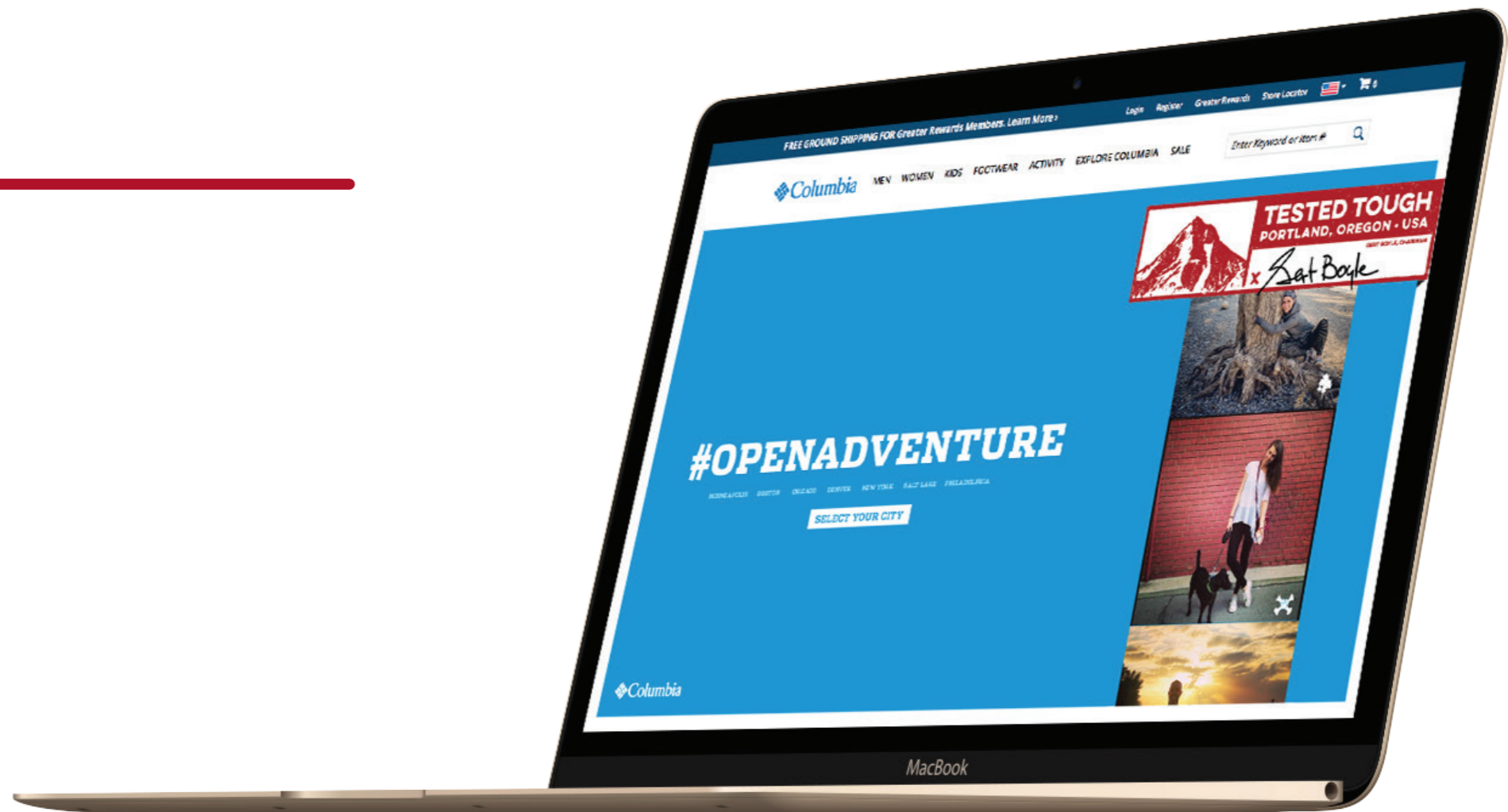
ENGAGE

Internet Radio



CONVERT

Micro-Site



CONVERT

Retail



JOB #1



A PERFECT FIT! NOW GO GET EM'

 **Columbia**

MEASUREMENT

Clickthrough Rate

Google Analytics

Number of Packages Sent

Tracking #OpenAdventure

THANK YOU