



# MARKET SUMMARY & PLAN

## Industry Marketing Vision

### Executive Summary

Our new marketing plan, outlined in this document, focuses on renewing both our relevance and appeal to our key targets through the integration of our environmental story. We are responding directly to our customers needs in this initiative—they have noted in both our company-conducted and independent research that our organization's green values are becoming increasingly relevant to their purchase decisions.

In the crowded travel marketplace, we can differentiate our company through the quality and sustainability of our adventure options and the responsible manner in which our trips are created and brought to market. Our marketing challenge is to present our adventure travel story to new and existing customers in an efficient and targeted campaign that raises our ROI through increased sales.

### Our Vision

The company vision is to produce the highest quality travel experience available in ways that won't harm the Earth. Since our start in 2006, we have led the way for our industry in our agreements with engineers, stringent standards for our raw materials, and our corporate policies on recycling and conservation. We've now applied the very same green philosophy to our Southern California Facility & Headquarters. This serves as a tangible example of the organization's environmental commitment and demonstrates the value of green building to its customers, shareholders and business leaders worldwide.

We want our customers to feel good about where they travel. We've worked to minimize the downside of our consumer culture: emissions, environmentally irresponsible business practices, and lower quality experiences in the market. Our company ethics are to do good for the people travelling with us.





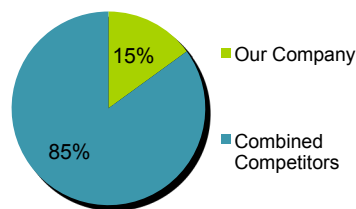
### Target Market

Our company's target market is the hip, urban professional, 20s to 30s, worldwide. They work hard and play hard, and like to contrast their working life with challenging outdoor travel adventures. They are environmentally aware and interested in making a difference. They have sophisticated tastes and humor, but are not frivolous in their lifestyles or purchases.

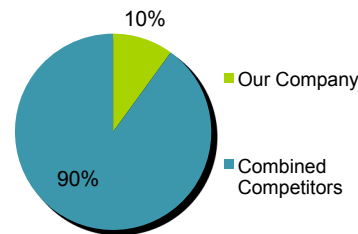
### Competitive Analysis

Our company's market share in the travel industry has been steadily increasing since the introduction of our company in 2011, and currently hovers around approximately 15% of US sales, 10% of European sales, and 7% of Asian sales. We do believe, however, that increased marketing efforts are needed to maintain this growth, due to ever-increasing competition from other travel brands.

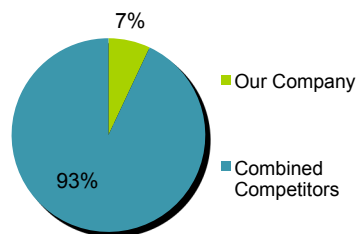
Market Share: US



Market Share: Europe



Market Share: Asia



**Marketing Objectives**

1. Increase overall sales by 10%, and domestic US sales by 20%.
2. Increase gross margin to 25% or more.
3. Increase company sales by 25%.

**Tactical Plans**

Marketing efforts will include updates to our website, a new advertising campaign focusing on our story, and in-person coupons distributed by the company's street team in 6 international cities.

**Marketing Effort 1: Company Website Updates**

The company will re-launch its website with a completely new design in Q2 of 2016. The Web Team will collect data and updates from the B/U's, plant engineers and marketing department for semi-monthly updates to the site. Updates will include info on events.

**Marketing Effort 2: Advertising**

The company will launch a multi-tiered marketing campaign messaging our green initiatives in Q2 of 2016. Print advertising in appropriate publications worldwide will be supplemented by a domestic on-air advertising campaign and strategically placed banner ads on lifestyle blogs and web sites. The campaigns will consist of the following:

**• PRINT ADVERTISING**

Series of 5 full-spread ads focusing on travel and outdoor adventure.

**• ON-AIR ADVERTISING**

Single 45 second company commercial, featuring Thomas Booker speaking candidly about the importance of adventure.

**• INTERNET BANNER ADS**

Series of 10 banner ads, focusing on new adventures and travel. Ads will have a click-through to a coupon good for a discounted trip (amount of discount TBD).



**Marketing Effort 3: Company Street Team**

We are in the process of hiring “street teams” of 10-12 people in Los Angeles, New York, London, Berlin, Hong Kong, and Tokyo. These teams will scout locations frequented by our target market consumers in those cities, and distribute branded gear to potential consumers. The Street Team will be active for approximately 2 weeks in Q2 of 2015.

**Advertising Budget (by Geo)**

Our company has a very aggressive print and broadcast schedule slated for 2015. Based on the company’s past advertising models, and our current position in the travel industry, we will raise advertising spending 18%, with expectations of raising total quarterly sales over \$285,000. Using this marketing plan we can realistically plan to achieve an 11% profit margin by year’s end.

**Keys to Success**

Our main key to success in these effort will be to sincerely present the benefits of outdoor adventure travel to our customers. We need to make sure that our story is compelling enough to be repeated, allowing word of mouth from our current consumers to bring in new ones. We must convince the public that our organization is a driving force for positive change; and by purchasing through our company, the consumer is joining a movement towards a more responsible marketplace.

**Measuring Results**

By Q1 of 2016, the company should conduct a thorough analysis of sales to determine the effectiveness of our marketing campaign by Geo. A revised initiative should be determined at that time to further increase sales in any markets experiencing steady or declined sales.

