



Kathmandu®

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Value Co-Creation



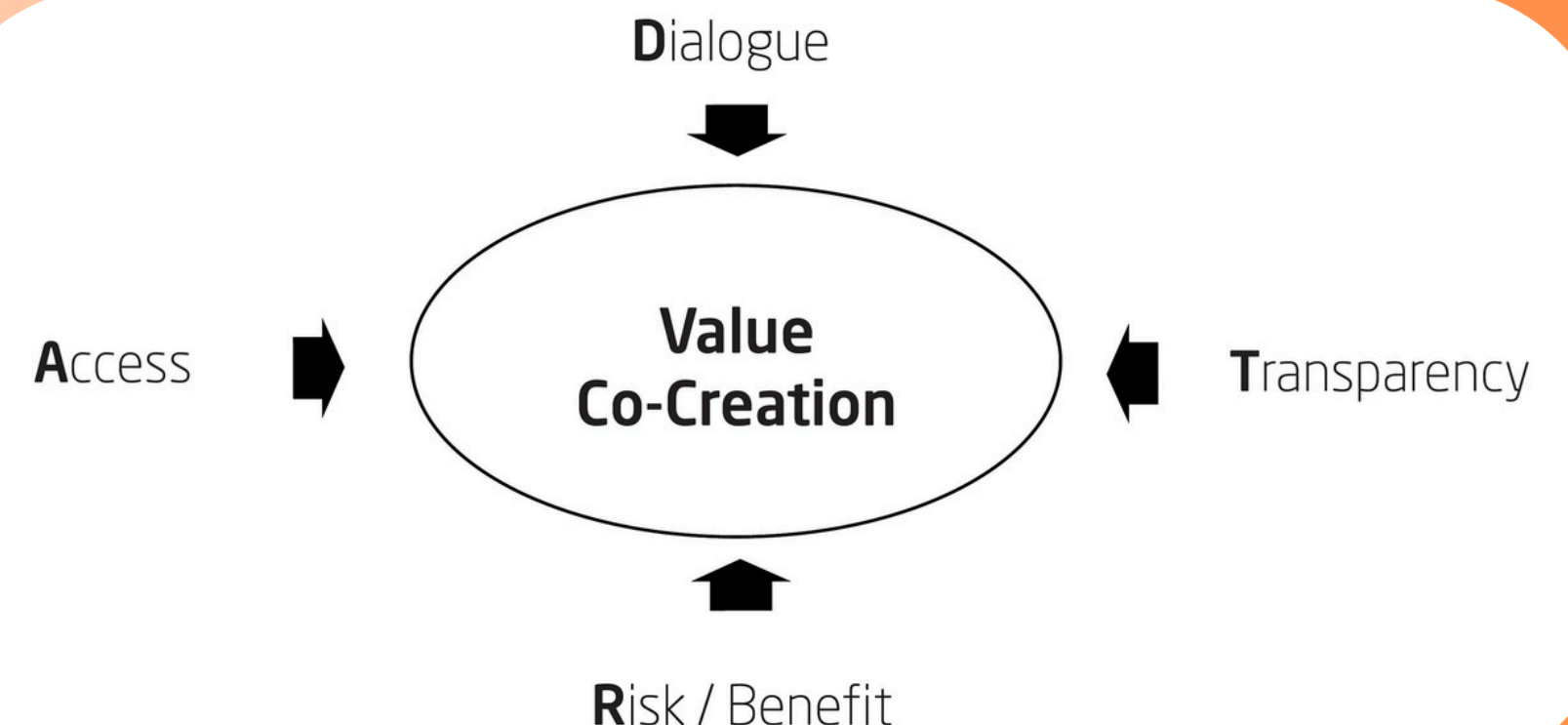
Kathmanu's current sustainability efforts are largely corporate-driven, creating a gap between its actions and how consumers perceive them. To rebuild trust and engage younger audiences, the *Value Co-Creation Framework (Prahalad & Ramaswamy, 2004)* provides a strong strategic foundation. This framework emphasises that modern consumers — especially Gen Z — want to actively participate in shaping sustainable outcomes, not just passively consume them.

The **DART** model highlights four key elements: *dialogue*, *transparency*, *risk/benefit*, and *access*. This two-way communication, giving consumers clear access to impact information, and being open about both successes and challenges, Kathmandu can turn customers into collaborators in its sustainability mission.

Practically, Kathmandu could launch an interactive platform allowing customers to vote for or propose environmental projects to receive brand funding. Such as utilising QR & AR codes to showcase product impact, like carbon and water savings, creating visible proof of its efforts.

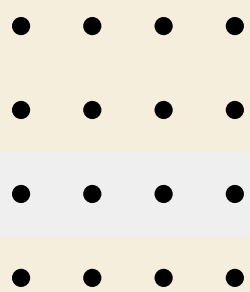
Additionally, Repair & Rewear pop-up events would encourage reuse & upcycling, while a **Sustainability Badge program** could reward customers for participating in sustainable initiatives.

Through value co-creation, Kathmandu can shift its image from being perceived as “*not sustainable enough*” to a community-powered brand, strengthening emotional connection, credibility, and loyalty — especially among Gen Z.



Social Media Marketing

Definition: Social media marketing involves using online platforms to build meaningful brand–consumer relationships by transforming digital interaction into long-term engagement and brand value (adapted from Li et al., 2021).



Core Concept:

It’s not just about posting content — it’s about creating a two-way communication ecosystem where consumers participate, share, and shape brand stories.

Companies can adopt a proactive approach (campaigns, storytelling, influencer collaborations) rather than a reactive one (responding to feedback only).

Benefits for Brands:

- Strengthens brand authenticity and emotional connection.
- Increases trust, loyalty, and online advocacy.
- Encourages co-creation, where customers become part of the brand narrative.

Application to Kathmandu:

- Transform social media from a promotion tool into a community storytelling hub.
- Create an #EcoAdventuresWithKathmandu challenge where customers share sustainable travel stories.
- Highlight behind-the-scenes sustainability efforts through reels and short-form videos to build transparency.
- Engage Gen Z with interactive content (polls, live streams, giveaways) to reposition Kathmandu as an authentic, environmentally-driven brand.

SOLUTIONS:

Personalized Gear with “My Trek, My Trail” Customization

Mirroring Nike By You, Kathmandu can offer apparel and accessories customizable with embroidery options such as favorite trek coordinates, eco-pledges, or expedition names. An online tool could help users design their outdoor boots, jackets, or backpacks.

Benefit: Customers deepen their personal connection to the brand by owning something uniquely theirs for their adventures

Influencer and Ethical Collaboration

Kathmandu’s prior “Positive Days of Impact” campaign successfully reached 553 thousand people through influencer partnerships promoting equality and environmental responsibility. Extending this into a co-creation-based influencer network — where creators guide product development or sustainability reporting — can multiply authentic visibility.

Action: Partner with micro-influencers who lead community hikes, climate clean-ups, or diversity initiatives; let them co-author visual or material design briefs.

