

Objective: Present Oakleys as the obvious only choice for eyewear especially for new cyclists by leveraging their product benefits

Setting: Rising costs of living and a greater focus on personal health has created a wave of new cyclists who are commuting to work on their bikes. These new cyclists are looking for eyewear to complete their cycling experience and feel like the pros such as Oakley-sponsored Tour de France winner Chris Froome.

Audience: 24-46 year olds, male and female, who cycle as their main form of commute. They prioritize their health over comfort, causing them to switch to bikes over their cars. It means they consume pro cycling content so they can mimic what the pros are doing to train and take care of themselves. They are spending more for healthier food over junk meals and fast food, and purchasing equipment that protects them and enhances their cycling experience.

Opportunity: This quick rise in use and popularity means that Oakley has a large new consumer base who are looking for a brand that can promise them the best cycling experience.

Key Insight: these consumers invest in themselves because they care about being their best self

Brand insight: Oakley can show how their sponsored Olympic and world champion athletes became their legendary, best selves to offer the same care and dedication to them as offered to the pros. They can bring real stories of real winners, and how their investments in themselves payed off

Strategic line:

Put on your Legendary

Oakley invests in legendary people everywhere, not just their pro cyclists, so whether it's the legendary mom, legendary dad, legendary commuter, legendary office worker, or legendary anyone, Oakley lets them put their legendary on.