



BRANDING STRATEGY

CZECHMATES
MARCH 2024

AGENDA

01

Brand Strategy

02

Positioning

03

Target Customer

04

Content Strategy

05

Products

06

Digital Presence

07

Launch



SVAHY

#1C475E

#CBDBE4

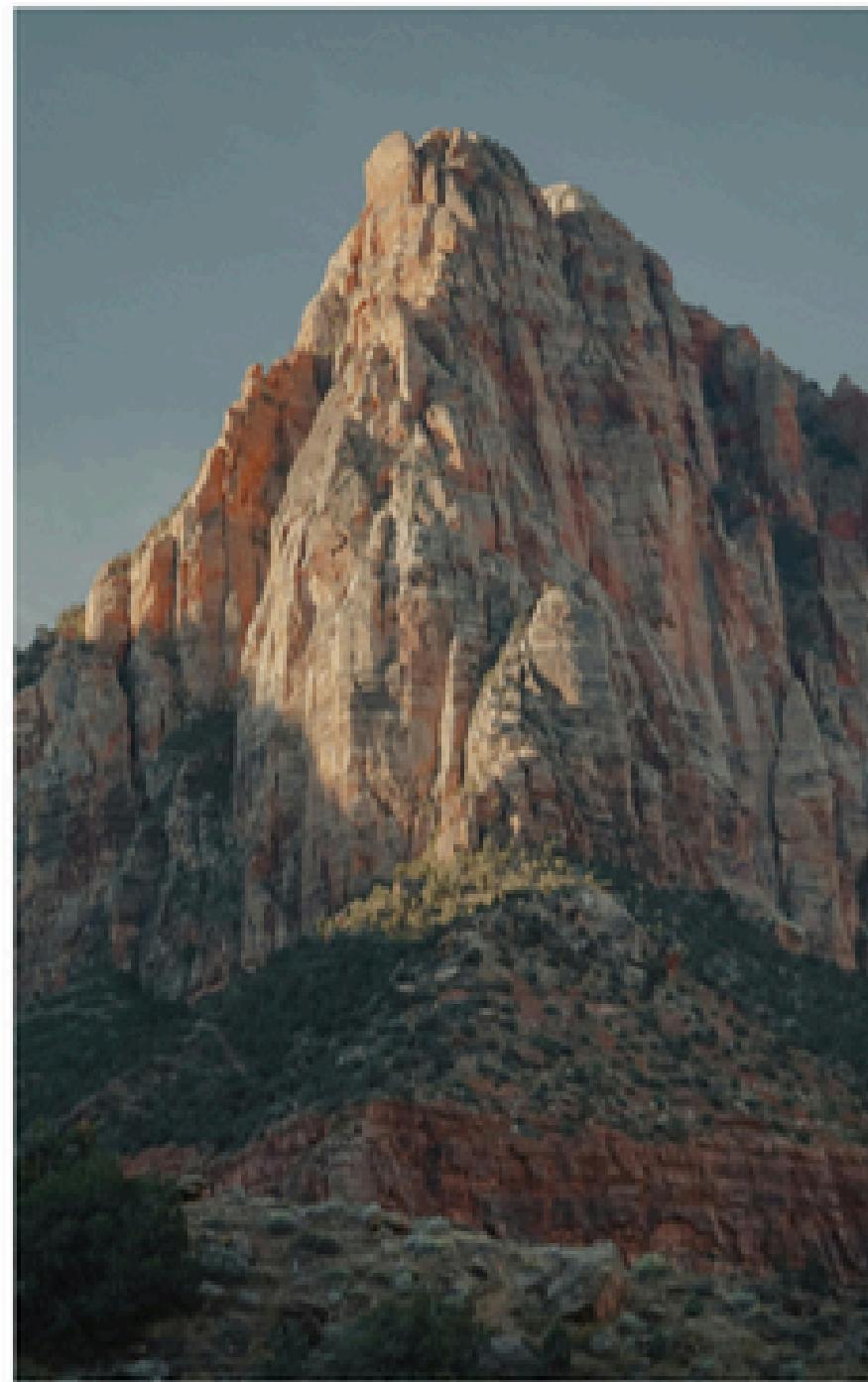
#2F521B

FFFFFF

MONTSERRAT

FROM CITY TO SUMMIT

"SVAHY EMBODIES THE SPIRIT OF THE URBAN EXPLORER WHO SEAMLESSLY TRANSITIONS BETWEEN CITYSCAPES AND OUTDOOR ADVENTURES. THE BRAND PRIORITIZES SUSTAINABILITY AND HIGH-PERFORMANCE GEAR, ALLOWING YOU TO CONQUER ANY CHALLENGE WITH A MINIMAL ENVIRONMENTAL FOOTPRINT."



IDENTITY AND VALUES

We strive to seamlessly **blend urban living** with the **beauty of nature**, catering to individuals who seek **balance** amidst the **hustle and bustle** of city life. Our **mission** is to provide **high quality** and **durable** that empower urban dwellers to **reconnect** with the natural world.



POSITIONING

01



Convenience & Durability

- > shop smarter
- > effortless style
- > built to last
- > sustainable investment

02



Save Time & Money

- > versatility
- > timeless design

03



Close Knit Community

- > join the movement
- > share your adventures
- > get inspired



BRANDING VOICE



TARGET



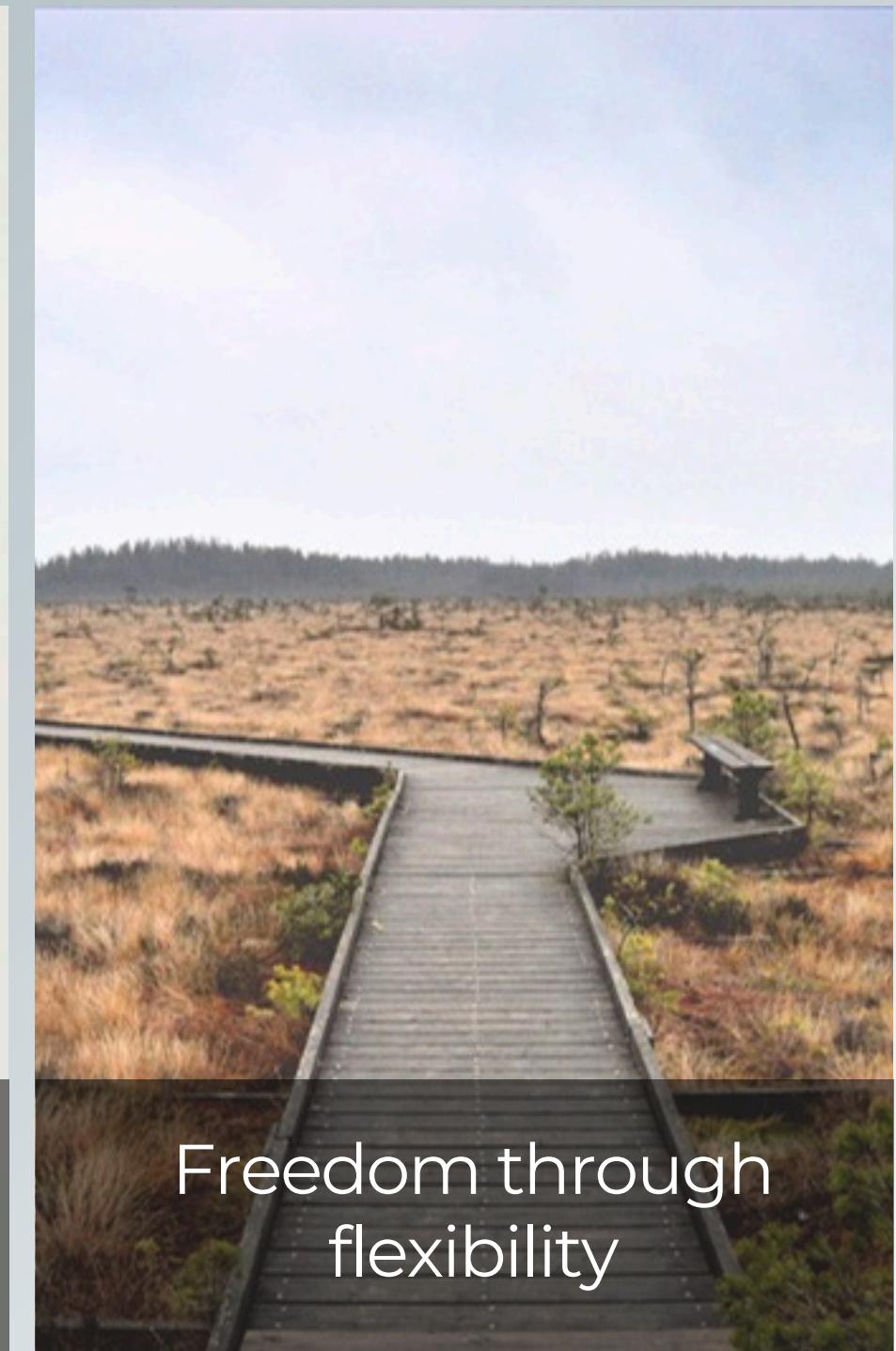
25-40 target
audience



City workers



Interested in
sustainability



Freedom through
flexibility

PROTOTYPE PRODUCTS





WINDBREAKER

- > Lightweight Protection
- > Packable Convenience
- > Urban Versatility

SVHY

SPORT SOCKS

- > Moisture-Wicking Technology
- > Supportive Comfort
- > Seamless Design



SVÄHY

MERINO

- > Natural Performance
- > Urban Comfort
- > Svahy Durability



SVAHY



ECO BAG

- > Sustainable Style
- > Urban Functionality
- > Svahy Signature

SVAHY



PACKAGING BOX

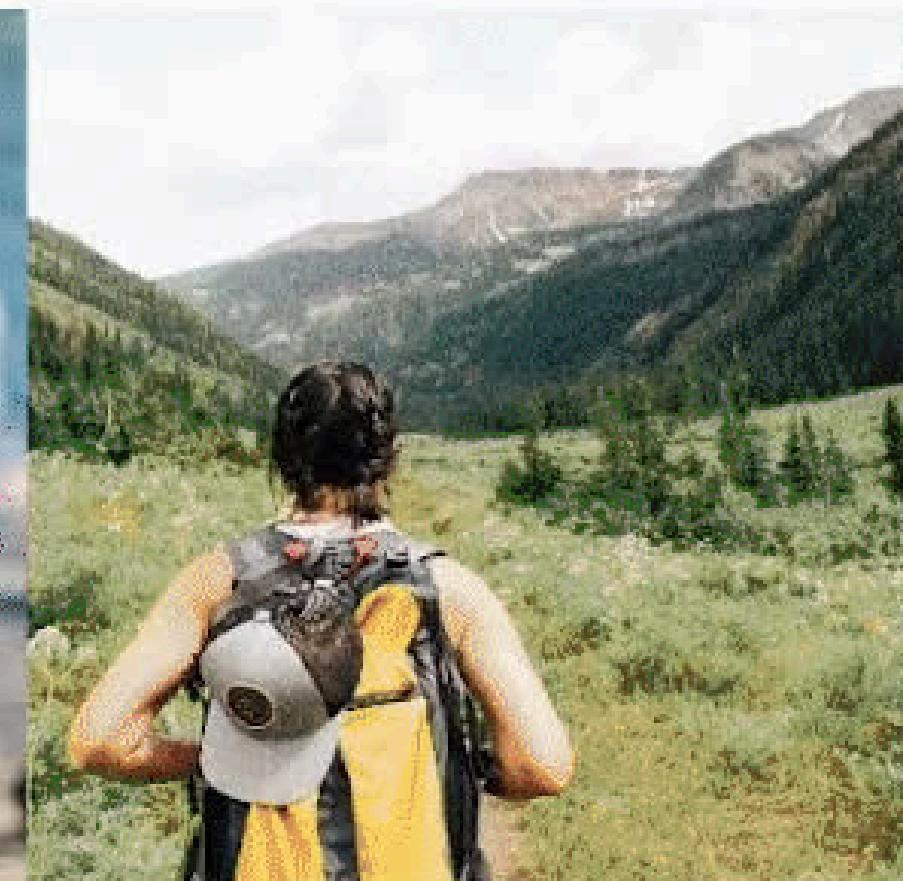
- > Minimalist Design
- > Eco-Friendly Protection
- > Second Life Potential



SVAHY

[Shop All](#)

FOLLOW US #SVAHY



SVAHY

Explore

Help

Socials

Newsletter

500 Terry Francine Street

Shop

FAQ

Facebook

Get our news and updates

CHAT WITH US

CONTENT STRATEGY

- > Brand consistent advertising
 - > Engagement build a family
- > Monthly polling on website
 - > Email to decide on community product ideas

 Svahy in Bratislava
Today at 4:45pm · 3

We believe as part of our community, that you should be involved in the development process. We are making the decision between fully waterproofing our coats, or less waterproofing at a lower cost. Please let us know with your reaction! :)



1.2k

43 Comments 103 Shares

Like

Share

View more 43 Comments



Write a comment...



 **Svahy** 
Bratislava, Slovakia

KICKSTARTER  Search projects, creators, and categories

Art Comics Crafts Dance Design Fashion Film Food Games Journalism Mu...

Bring a creative project to life.

ON KICKSTARTER:

255,458 projects funded \$7,887,678,110 towards creative work

Featured project



Recommen...



 **Claire** 

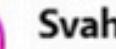
2,134 likes

Svahy We've launched our crowdfunding campaign on Kickstarter! Come and see us and be a part of the movement to bridge the gap, from city streets to mountain trails ... [more](#)

[View all 56 comment](#)

 Add a comment...

3 months ago

 **Svahy** 
Bratislava, Slovakia



1,134 likes

Svahy We're so happy to have finally launched our first advertisement! Thank you so much for all your support! From city to summit, with Svahy! ... [more](#)

[View all 26 comment](#)

 Add a comment...

today at 9:47 am

SVAHY



A bus stop shelter stands on a city street. A billboard on the shelter displays a photograph of a rugged, rocky mountain peak against a clear sky. Overlaid on the image is the text "STYLE THAT ENDURES". Below this, smaller text reads "CASHMERE FOR THE URBAN EXPLORER" and "GIVENCHY". The background shows a blurred view of a city street with buildings, trees, and other vehicles.

**STYLE
THAT ENDURES**

CASHMERE FOR THE URBAN
EXPLORER

GIVENCHY

SVHY



ELEVATE YOUR URBAN ADVENTURE

URBAN RESILIENCE
OUTDOOR PASSION

S V A H Y

SVĀHY

FROM CITY

URBAN BY DESIGN, ADVENTURE BY CHOICE

AT SVANT, WE'RE DRIVEN BY A SHARED PASSION TO BRIDGE THE GAP BETWEEN CITY LIVING AND THE GREAT OUTDOORS. OUR GEAR ISN'T JUST ABOUT FUNCTION, IT'S A STATEMENT OF INTENT - TO LIVE LIFE WITHOUT LIMITS. WHEN YOU CHOOSE US, YOU'RE NOT JUST BUYING CLOTHES; YOU'RE JOINING A MOTIVATED, ADVENTUROUS COMMUNITY OF URBAN EXPLORERS AND OUTDOOR ENTHUSIASTS. TOGETHER, WE'RE REWRITING THE RULES. SUBSCRIBE TODAY FOR EXCLUSIVE PADS AND EVENTS. FROM STREETS TO SUMMITS, LET'S MAKE EVERY MOMENT COUNT.



TO SUMMIT

SVANT

SVANT

LAUNCH STRATEGY

01

Influencer Engagement

Partnerships with key influencers to showcase the urban-outdoor lifestyle, bolstering brand identity

02

Interactive Presence

Pop-up stands for tactile brand experiences, alongside strategic social media advertisements to boost visibility

03

Community Funding

Leveraging crowdfunding platforms, aligning with Svahy's ethos of customer inclusivity and shared sustainability values

04

Customer Connection

Deepening brand equity through consistent social media engagement and fostering emotional connections with the community

[Art](#) [Comics](#) [Crafts](#) [Dance](#) [Design](#) [Fashion](#) [Film](#) [Food](#) [Games](#) [Journalism](#) [Music](#) [Photography](#) [Publishing](#) [Technology](#) [Theater](#) [Discover](#)

Bring a creative project to life.

ON KICKSTARTER:

255,458

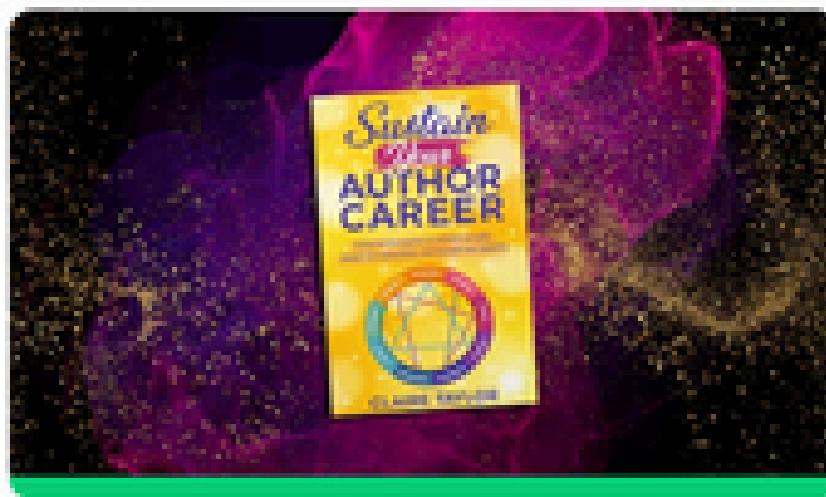
projects funded

\$7,887,678,183

towards creative work

93,915,392

pledges

Featured project**Recommended for you**[Sustain Your Auth...](#)

Claire Taylor

🕒 9 days left • 351%

[EIGAKAN Jazz Kis...](#)

James H Catchpole

🕒 22 days left • 23%

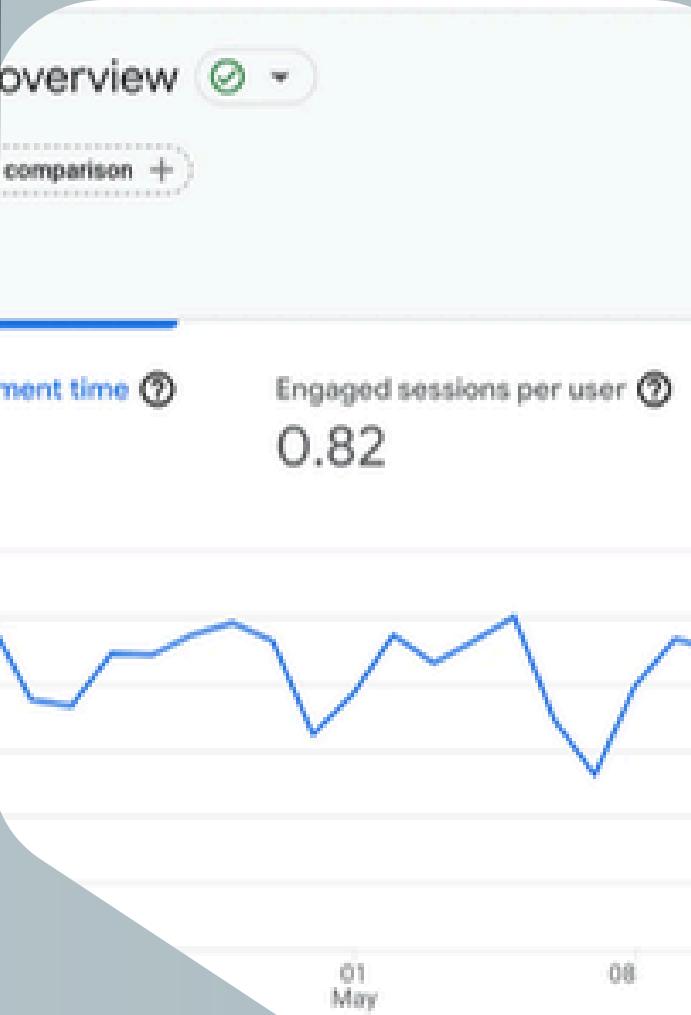
POP UP STANDS



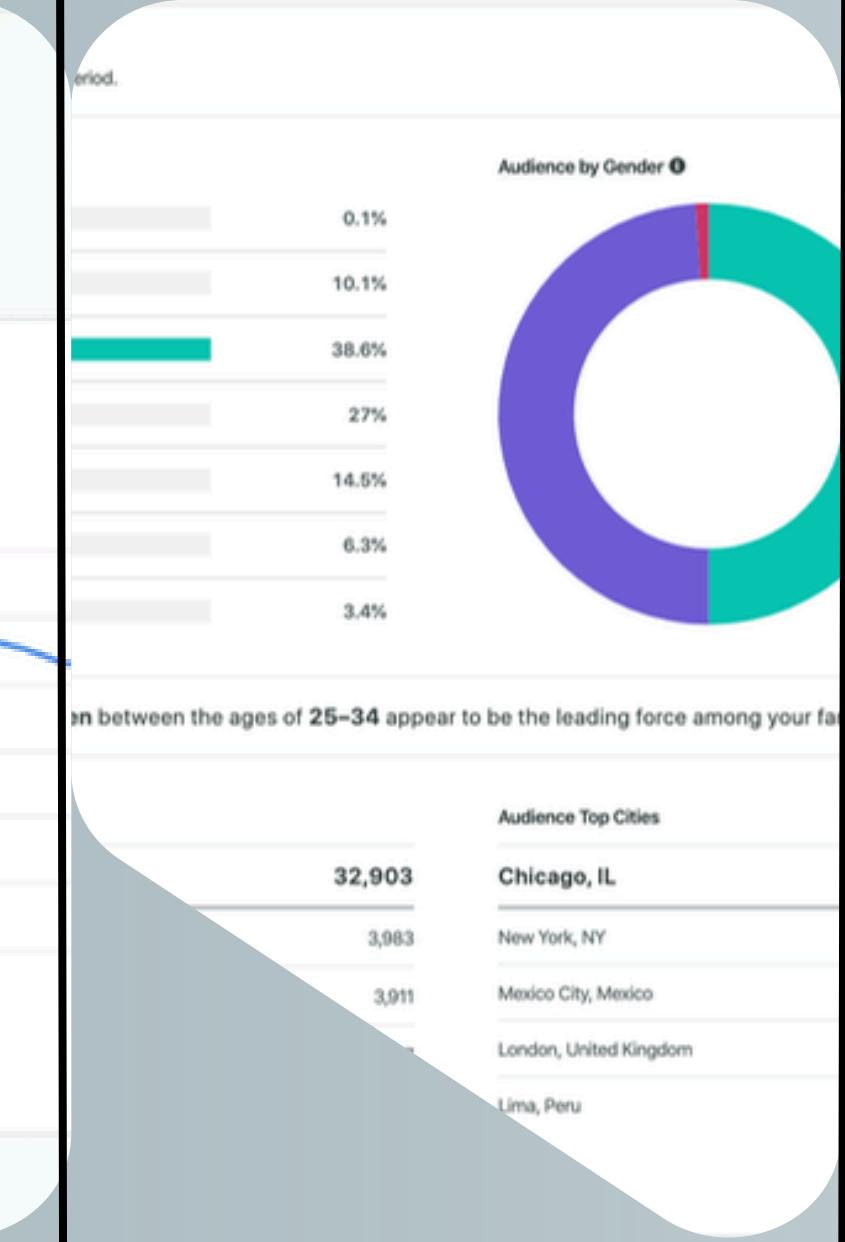
SVHY

In Person Surveys

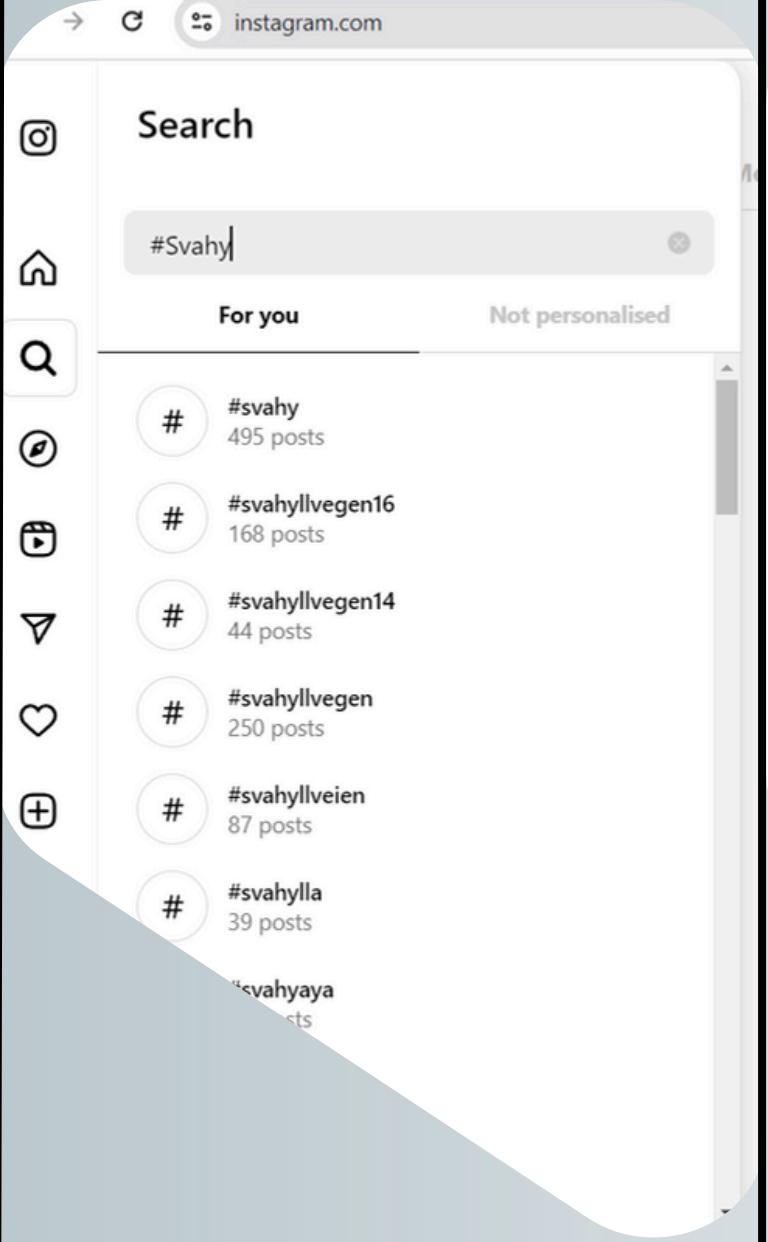
MONITORING



Web analytics



Social media metrics



Brand mentions

How likely or unlikely are you to consider SVAHY next time you go shopping?

Extremely likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Unlikely

Brand equity surveys

SVAHY

**Thank
You.**

SVAHY

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#2F521B

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