

# **ADV 208.2 Group Project**

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*Product:* Burton Snowboards

*Target audience:* Hardcore snowboarders aged 15-25



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# Product Insights

## The Brand

Burton Snowboards is a privately owned snowboard manufacturing company, founded by Jake Burton Carpenter in 1977. As a snowboarding and outdoor-inspired brand, Burton is purpose-driven. By fighting for the future of people, the planet, and sport, Burton aims to positively impact the lives they touch. Recently, Burton has placed an emphasis on social justice, constructing a variety of programs to make the slopes more inclusive for all. Not only is Burton representative of the rich history of snowboarding, but it has positioned itself as a trailblazer in its category both socially and technologically moving forward.

## The Product

Burton has a suite of offerings, including but not limited to boards, boots, bindings, clothing, and tools. Burton's most profitable product category is snowboards, the focus of our campaign. Each Burton snowboard possesses its own unique set of specifications and benefits. Burton snowboards are sorted by gender, terrain, riding level, bend, shape, and whether or not they possess any additional features. Terrain refers to the landscape for which the snowboard is designed, and options include park, mountain, and powder. Bend involves the curvature of the board, and each different bend comes with varying degrees of stability, balance, float, and playfulness. Bend options include Camber, Directional Camber, Purepop Camber, Flat Top, Directional Flat Top, Flying V, and Directional Flying V. Shape pertains to the cut of the board, and options include Twin Shape, All Mountain Directional Shape, and Freeride Directional Shape. Although they might seem intense, each of these classifications are invaluable when choosing a snowboard, as they cater specifically to each snowboarder's individual needs. On the website, Burton has a Snowboard Finder, where users can discover the right snowboard for them by learning about the different specifications and finding a snowboard that fits all of their needs. At Burton, there is a snowboard for everyone, regardless of preferences or skill level. Burton snowboard prices range from approximately 150 USD to 1250 USD.

# Market Insights

## Key Competitors

Major Competitors of Burton are Kemper, Arbor, and Evo Snowboards, among others. Most of these competitors are quite similar to Burton in terms of price range and offerings. However, Burton has a more recognizable name and status when compared to competitors. In addition, Burton produces a wider variety of products than most of its competitors, with a greater emphasis on specification and stacking needs.

According to Comparably, Burton Ranks 2nd in Pricing Score: 71 Customers rate Burton's Pricing Score a 4.1/5, which ranks it 2nd against its competitors, below *Amer Sports*. Burton Ranks 2nd in Customer Service: 63 Customers rate Burton's Customer Service a 4.2/5, which ranks it 2nd against its competitors, below *Amer Sports*. Burton Ranks 2nd in Product Quality Score: 79 Customers rate Burton's Product Quality Score a 4.4/5, which ranks it 2nd against its competitors, below Amer Sports. We can see that the major competitor of Burton Snowboard is Amer Sports. But different than Burton, Amer sports have

## Simmons Insights

We reviewed data from the Simmons Spring 2022 study, comparing and referencing user groups to the general public. We started by looking at "do you own a snowboard" as a reference and found that men were more likely to use snowboards. Also, the data shows that people between the ages of 20-25 are more likely to use snowboards (compared to other age groups).

A large percentage of people who own snowboards and frequently use snowboards are full time employees, have jobs, or are in college as full time students. Many people ski as a hobby or as a side hobby, but some are in ski-related industries, such as snow coaches or professional skiers.

There is a high probability that the target group will use cell phones to find the information they want and will use them to buy products. Various data show that snowboarders prefer to use cell phones and other electronic devices to buy what they want and to plan where they want to go. Comparatively, the data suggest that our target group does not like to use TV and radio as

entertainment mediums. Simmons shows a lower index for both data, suggesting that people who like to snowboard have a smaller probability to use TV and radio.

# Discussion Guide

## Introductions and Formalities

Hi, my name is \_\_\_\_\_. *Allow participant to introduce themselves as well.* I really appreciate your willingness to speak with me. This should take about thirty minutes. Do you mind if I record this conversation to look back on as I move forward in my project? Your responses will only be used for my research paper and to discuss in an academic setting with my peers and professor. I will not distribute your information to any outside organizations. *Start recording.*

## Finding the Insights

Tell me about yourself. Where are you from? If you could live anywhere, where would you like to live? *If they answer somewhere with a cold climate* – That's so interesting! So I'm assuming you don't mind the cold? *If they do not answer somewhere with a cold climate* – Awesome! What do you like to do on the weekends? *When they mention snowboarding* – Where do you snowboard? Who do you snowboard with?

Can you tell me something about your snowboarding experience? Why do you like snowboarding?

What is your favorite snowboarding gear that you own? Cool! What do you look for in a board? Tell me a little more about the specifications that are most important to you. Do you care about the bend of the board? Does your board have a large impact on your snowboarding experience? What brand do you like? Why? Have you tried any others? Do you care about the design of the snowboard? What kind of design do you want to have? *If yes* – What did you like or dislike about the other brands?

Alright, that is all for today. Thanks for coming! *End recording.*

## Research Report

We interviewed 12 hardcore snowboarders aged 15-25. Each of them gave us insight regarding what they look for in a snowboard.

### Evan Nolan

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Evan is an eighteen-year-old from Berlin, Massachusetts. Growing up, Evan spent winters at his family home in Burke, Vermont. Evan was raised a skier, as were the rest of his siblings, but always felt that snowboarding might be a better fit for him. After some begging, his mother reluctantly agreed to allow him to try snowboarding. He inherited a hand-me-down snowboard from his older cousin and took to the slopes. Evan recalls this period as being quite testing, as he was already a great skier and didn't realize how difficult snowboarding would be. Eventually, Evan was able to get a snowboard of his own. Having his own board made a world of difference. "With my cousin's board, I felt like I was snowboarding. But with my own board, I felt like a snowboarder," he recalls. Evan became more serious about snowboarding after getting his own snowboard, and felt more connected to the sport when he felt like he was truly a part of it. In addition, Evan mentioned feeling more attached to his snowboard than he does his own girlfriend. This sentiment is representative of the close bond that snowboarders form with their boards.

### Natalia Zawadzka

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Natalia is an eighteen-year-old from Natick, Massachusetts. She grew up snowboarding in Vermont and was taught by her older brothers. In our interview, she discussed how she sees her board as an "extension of [herself]". When asked to elaborate, she said that "when you adore a sport so much, you want every piece of that sport to match with you... a good board not only leads to good performance but a peace of mind that you and the board are one". It seems that Natalia feels that the connection between snowboarder and board is directly correlated to how much you feel connected to

the sport as a whole. In addition, she feels that having a board that matches you will enable you to be your best self out on the slopes.

**Zhao Zi**

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Zhao Zi is a twenty-year-old from Shanghai, China. He is a snowboarding enthusiast. Zhao has an impressive collection of snowboards in his apartment. He was very happy to share these snowboards that he has collected throughout his lifetime. Throughout the interview, Zhao emphasized the love that he has for his snowboard. He said that some of his snowboards have accompanied him for many years and he doesn't want to replace them. He will snowboard when he gets a chance. He also said that he learned how to snowboard when he was very young.

**Kali May**

*+8613577665481*

Kali is also a sports fan. She is a high-school student. The main idea she presented to me is that she is always looking for a resistant snowboard. She wants a snowboard that is long-lasting and she is willing to invest money in it. I asked about the design of the snowboard. She said: "Yeah I care about design...Better design makes me even want to snow". She also states that she has some special connections with the snowboard.

**Yvonne Liu**

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Yvonne is a 23-year-old on-snow sports lover. She talks about how she chose to snowboard. She said: "Safety is definitely number one...but looking good is also important to me...because a board costs about 600-1000 bucks". "If I buy, I'm sure to choose a good-looking one in the same price range" I think people care about their product because they do not have enough budget, and they will definitely put more effort on it to choose the one they love. And that makes people have more emotional connections with this product.

**Laura Rubio**

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Laura is an eighteen-year-old from Natick, Massachusetts. She is the proud owner of a Burton snowboard. When asked about her board, she replied “I think it’s a great board… It glides easily on the snow, which is very helpful because no one likes a board with its own mind.” This segment of our conversation was especially insightful, as she revealed several truths about the tight-knit relationship between herself and her snowboard. When asked if she feels connected to her snowboard, she stated “I do feel connected to my board because of how long I have been using one. I feel like it's gone through the earth and back with me throughout my entire snowboard journey”. Laura and her snowboard have a special connection – one formed by how well they’ve gotten to know one another throughout their time together. By stating that nobody likes a board with it’s own mind, Laura suggests that her and her board are on the same page.

**Chloe Jackson**

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Chloe is a recent college graduate (age 22) who has a passion for snowboarding. She grew up in New England and has been snowboarding ever since she was five years old. Her dad was a snowboard instructor for ten years out in Colorado. (Her parents actually met at Breckenridge.) Chloe primarily snowboards at Sunday River in Maine but occasionally goes to Attitash or Brettonwoods in New Hampshire. Chloe explained to me that she has always had Burton snow gear and snowboards. She looks for color, size, flexibility, and shape. Chloe explained to me that the more flexible the board is the better. She said that she has a “directional twin” shaped board that is designed for freestyle. Chloe has had the same Burton snowboard for as long as she can remember (6+ years) and has taken it all over the country with her.

**Grace Penna**

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Grace has been snowboarding at Stowe in Vermont since she was 2 years old. She snowboards with her family, specifically her older brother. Grace explained that because she doesn’t

do tricks she prefers a sturdy board. This is not the case for her brother who prefers a more flexible board to help him with his speed, tricks and balance. One insight grace layed out was that the board makes 100% of the difference in how your day is on the slopes. Most of the time, if something is off with your board, it won't feel right. Grace explained that any good snowboarder can feel when they are riding on a good board. I learned that many snowboarders have the same board for multiple years. Grace has tried both Burton and Jones boards but prefers Burton because they have good options for flatter terrain.

### **Logan Ryan**

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Logan Ryan is a 20 year old from Brentwood, New Hampshire. On the weekends he snowboards with his friends at Sunday River. He explained that he's not too picky on board flexibility but he deeply cares about style. He likes dark colored boards with abstract designs. Logan revealed that he has had the same board for the past four years and has no intention of buying a new one for the upcoming season. When I asked Logan why, he shouted, "because I love my board, I never want to see her go". At this moment I noticed that Logan was personifying his board and has a deeper connection than I had realized.

### **Kenzie Kay**

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Originally from Denver, Colorado, Kenzie Kay is 20 years old. The "magical place" of NYC would be Kenzie's dream place to live if she could live anywhere. Because she grew up with all four seasons, she wants to live somewhere that has all four seasons. When it comes to fun, she enjoys hanging out with her friends and taking part in extracurricular activities on campus. Occasionally, she snowboards on the weekends, mostly at Copper Mountain. After skiing most of her life, she got bored and switched to snowboarding, which was her new love! One of her favorite pieces of gear is her "dope new snow jacket". Her goal is to find a board that fits her riding style and weight. Burton boards have always been her favorite and she has never had any complaints about them. As she states,

"I love Burton because it's a classic brand with a high level of quality and reliability". According to her, it's important to stick with brands that have been around for a while and have good reviews.

**Emilee Carino**

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The 25-year-old Emilee describes herself as stubborn, intellectual, dreamer, reader, and loves to challenge herself. Born and raised in Washington state, she now resides in Montana. In a perfect world, Emilee would live in British Columbia, Canada. In choosing the ideal climate for her future home, she says she would choose warm, but that doesn't feel right. Depending on the season, she enjoys backcountry skiing, snowboarding, mountain biking, and traveling on the weekends. The back country is her favorite place to snowboard. It's common for her to snowboard with her boyfriend, and 7/10 times they have more friends with them. Snowboarding has been a part of her life since the age of five. In terms of skiing and snowboarding, Emilee doesn't have a favorite brand.

**Cade Hemby**

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A 21-year-old Billings, Montana native, Cade Hemby is passionate about the outdoors and plans to live in Montana for the rest of his life. The mountains are calling him to Big Sky, Montana. His favorite weekend activity is snowboarding at a nearby mountain with his friends. Snowboarding is his passion and he has been doing it for over 6 years now. When he is looking for brands, he looks for "cool design, good price, length, and bindings". A suitable length/binding is very critical to him because "if you aren't prepared right, you fall more easily". His favorite brand is Burton because it's of high quality at a reasonable price.

## Design Persona

# SAM MILLER

**Age:** 21

**Occupation:** College student

**Location:** Colorado

**Description:** Sam is a male student at the University of Colorado Boulder. He grew up in San Francisco, California. He is the middle child in a family of five. Being raised in an outdoors-oriented family, he has always

loved spending quality time with his family camping, riding bikes, hiking, snowboarding, or just exploring nature. As for his education, Sam had a fixed idea of what college he would attend since both of his parents attended Boulder. Natural intelligence is in his nature, but he only lives up to his potential when he feels like it. In college, he's studying to be an engineer, which has meant a lot of work when he'd rather just relax, hang out with friends, and be outdoors.

In everything he does, Sam likes to soak in the moment. He likes to feel connected to the earth and those around him.

**Interests/Hobbies:** Snowboarding, hiking, hanging with the boys, drinking beer, flirting with girls.

**Personality:** Outgoing, extroverted introvert, outdoorsy.



# Communications Brief

**Objective:** Increase preference among target audience to 20% within 4 months.

**Target Audience:** Hardcore snowboarders ages 15-25.

**Insight:** Our target wants to form a deep personal connection to their snowboard.

**Proposition:** With technology catered to your specific needs, Burton allows you to develop a real connection with your board.

## Support:

- **Primary:** Burton boards come in a range of sizes, shapes, bends, and terrains. Consumers can use Burton's "Snowboard Finder" feature on their website to narrow down the specifications to what they want, and more importantly what they need. Users can also explore snowboards based on what type of terrain they will be using it on. Whether they are looking for a board to use in the park, powder, trails, backcountry, or a little bit of everywhere, Burton has the board for them. They can also select a board based on what kind of bend they are looking for. With several different bend and camber options, snowboarders can decide just how playful they'd like their board to be. They can also specify what size they'd like as well as what shape. The best part is that they can stack all of these specifications, allowing them to find a board that is perfect for their individual needs.
- **Secondary:** Burton snowboards are durable and long lasting. The boards range in prices based on features which allows the brand to be accessible to a wider range of customers.

**Tonality:** Playful, adventurous, silly.

**Moments of Receptivity:** In the fall, before an upcoming vacation, driving home from school or work, Friday evening.

## Creative Campaign - #FindYourSnowmate

### Social Media: Twitter #LoveLetter



Burton Snowboards ✅

@burton



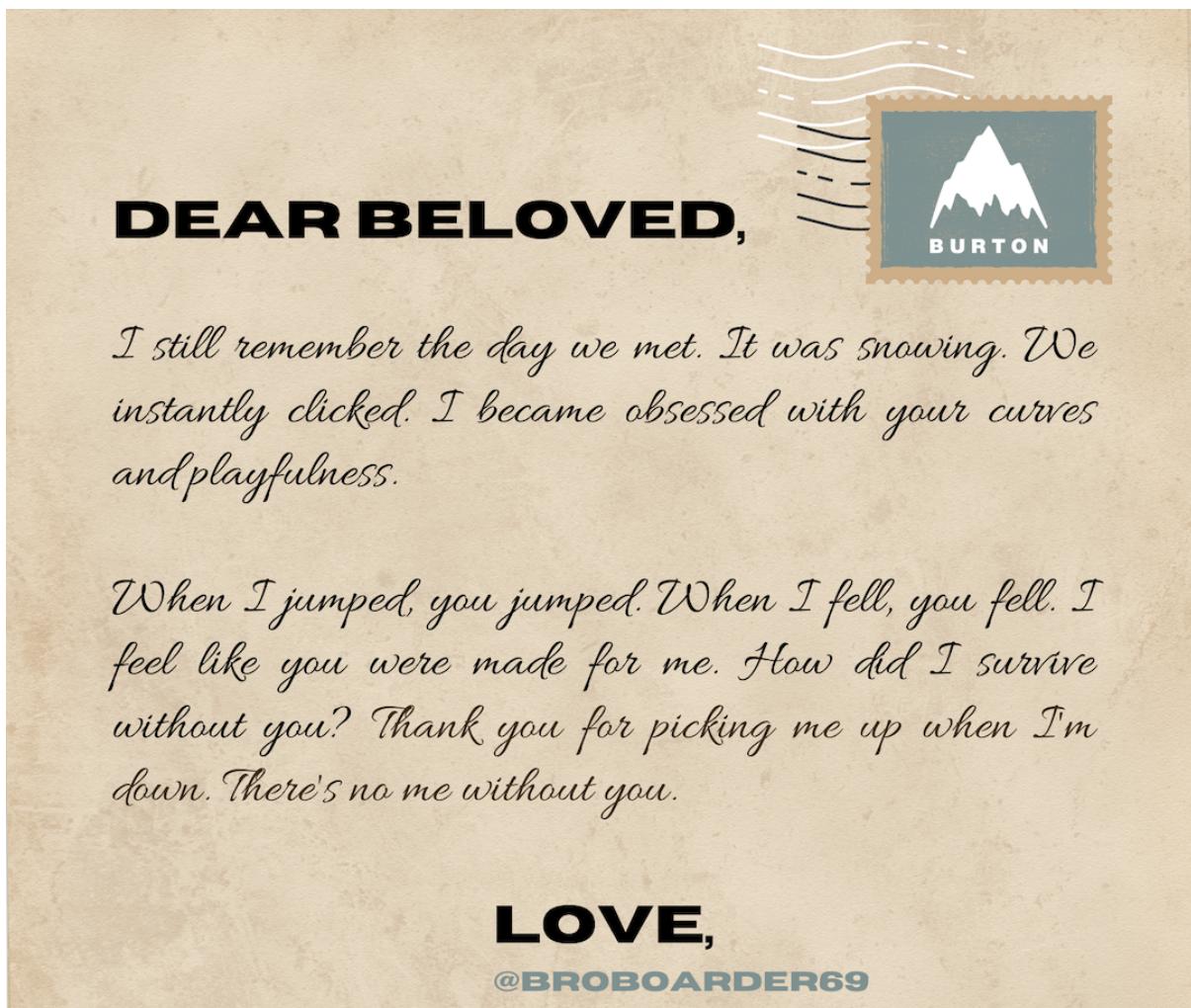
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## Poster: A Match Made in Heaven



## Video: YouTube Ad

URL: <https://youtu.be/Od3CWgOr0Ro>

