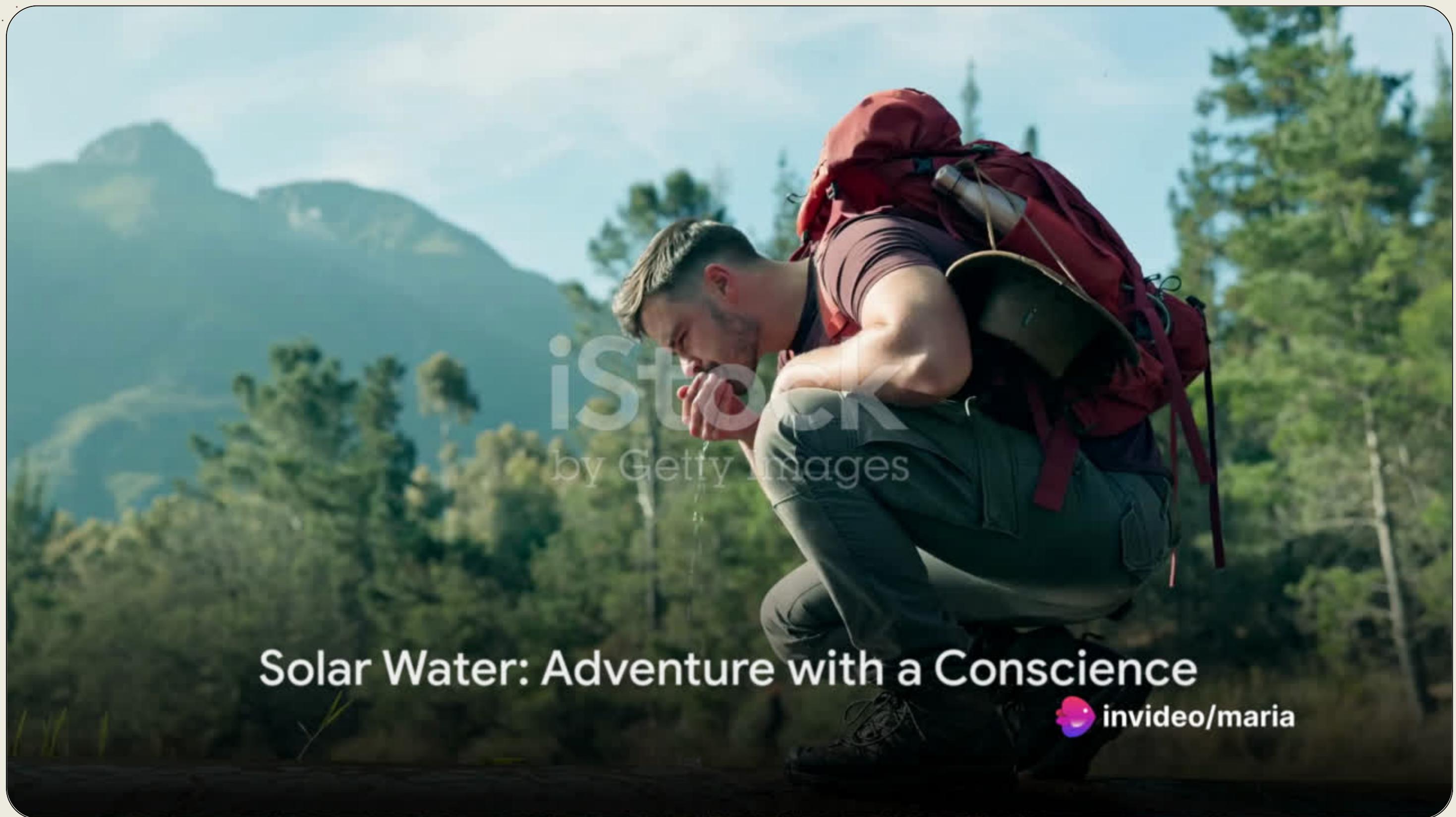


SOLAR WATER



SOLAR WATER BOTTLE



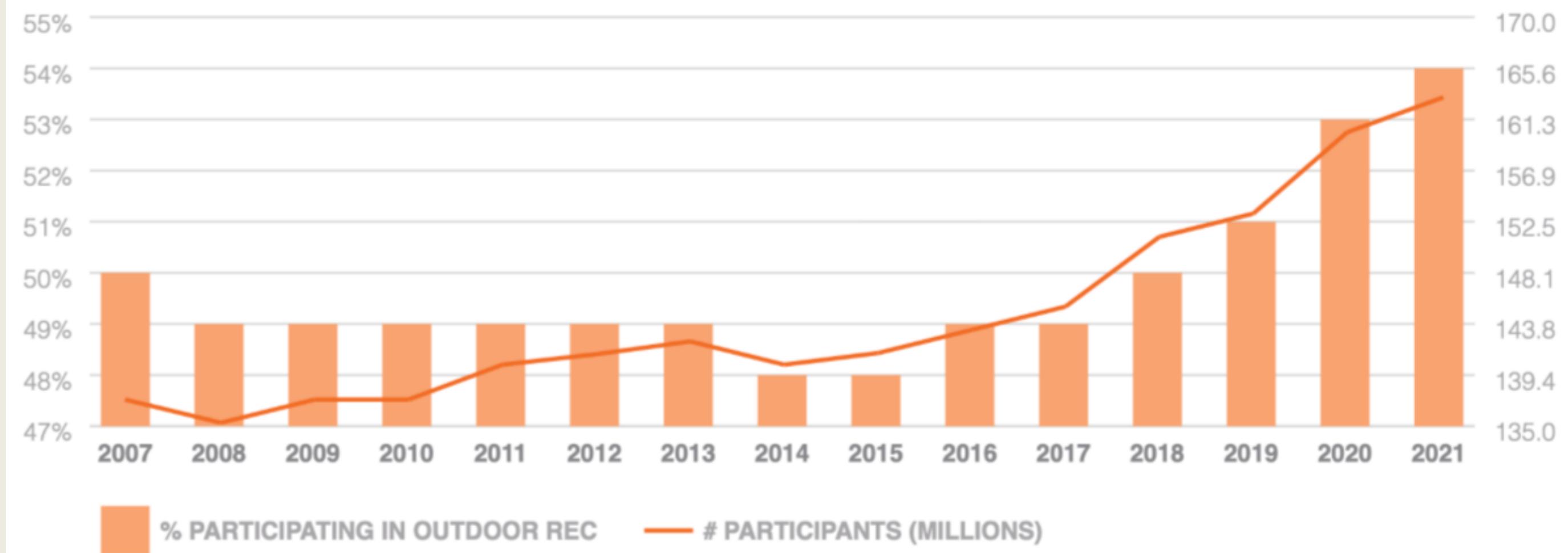
Solar Water: Adventure with a Conscience

 invideo/maria

MARKET TRENDS

OUTDOOR PARTICIPATION GROWTH TRENDS

2007 TO 2021



Source: Outdoor Participation Trends Report 2022

Strengths

- North Face's target market - outdoor lovers and explorers.
- Solar Water = innovative product that showcases technological advancement and appeals to eco-conscious consumers.

Weaknesses

- High prices which may discourage some consumers from purchase.
- Customers may need training in the area of purifying water.

Opportunities

- In the long term, the product could expand into new markets:
 - humanitarian aid organizations
 - disaster relief efforts where clean water access is crucial.

Threats

- Barriers to enter the market due to regulatory safety measures related to water purification.
- In the long term, the increasing technology industry could make our product outdated.

SEGMENTATION

GEOGRAPHIC

- Mountainous and outdoor-friendly regions
- A high outdoor participation rate
- Focus on: USA, Europe, Australia, Mexico, Argentina, Chile, Perú.

DEMOGRAPHIC

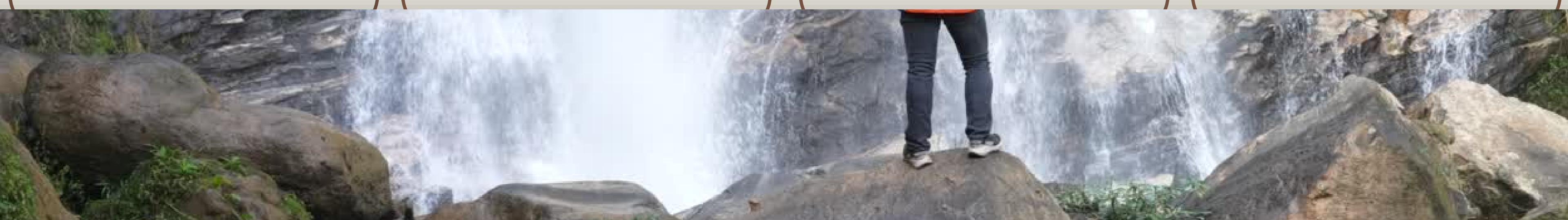
- Income: Upper-middle to Upper class.

PSYCHOGRAPHIC

- Personality: Extrovert, planner, explorer.
- Lifestyle: athlete, outdoor lover, eco-friendly.
- Interests: hiking, camping, sustainability.

BEHAVIORAL

- Usage rate: user with constant need of a fresh water supply.
- User status: looking for a reliable and sustainable water source.



DEMOGRAPHICS

- Age: 24
- Gender: Male
- Occupation: Environmental Consultant
- Location: Denver, Colorado

INTERESTS AND HOBBIES

- Hiking
- Camping
- Sustainable Living
- Watches TV shows like (alone, Survivor, Alaska: The Last Frontier)

SHOPPING BEHAVIOR

- In-Store Experience
- Research-Oriented



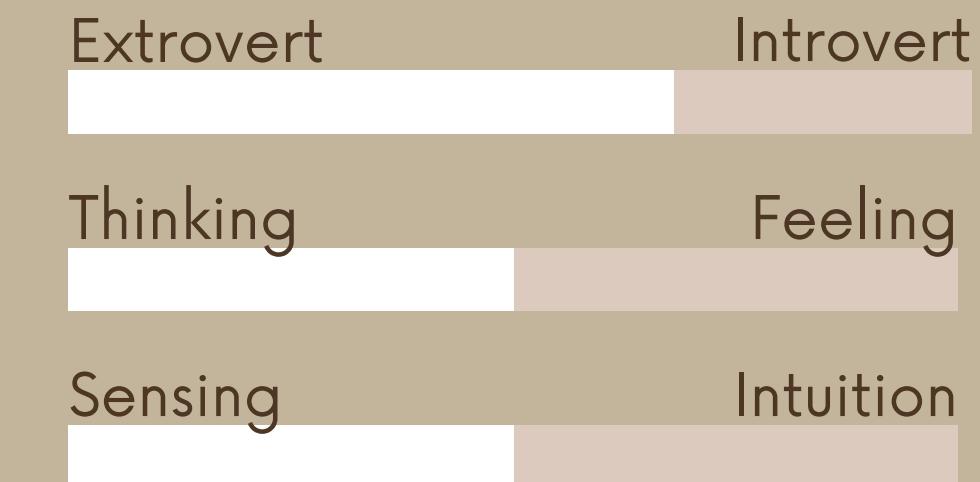
ALEX
Outdoor Enthusiast, 24

Alex is a passionate outdoor enthusiast who finds solace and joy in exploring nature. With a background in environmental consulting, he values sustainability and seeks products that align with his eco-conscious mindset.

VALUES



PERSONALITY



LOYAL

POSITIONING



Solar Water emerges as an ultimate companion, delivering purified drinking water powered by the sun. With our unique product, you can go on an adventure without worrying about your water supply. In addition to providing clean water, **Solar Water** represents an environmentally conscious philosophy that empowers users to travel with a sense of ecological responsibility.



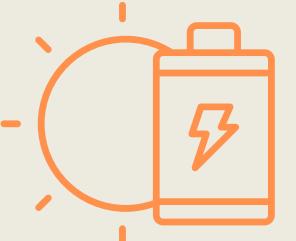
LARQ

- battery powered
- price approx. 109 Euros (700 ml)
- purification process
- UV-C LED Technology
- self-cleaning mode
- stainless steel

THE NORTH FACE

- solar panel powered
- price 100 Euros (750 ml)
- thermal and purifying water bottle
- led indicator technology
- light, easy-to-travel
- guarantees clean water from any water source

PRODUCT FEATURES



Solar-Powered



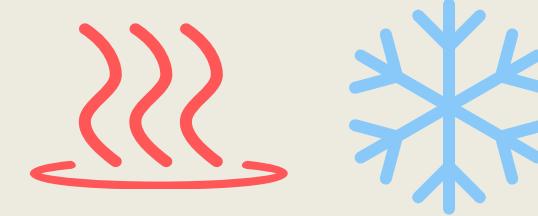
Water Purification



Leak-Proof



Eco-Friendly Materials



24-hour of Fresh or Hot



Color Customizable

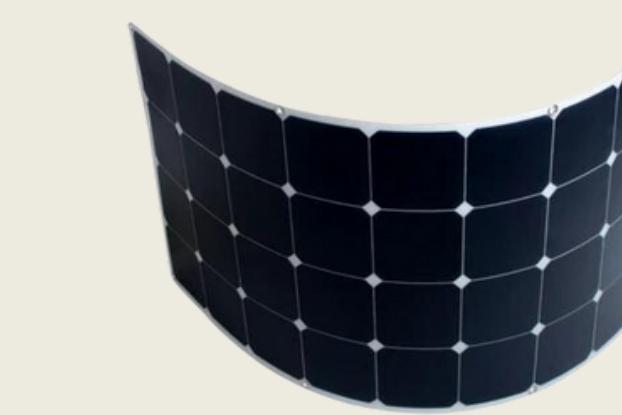


Led Indicator



Lightweight and Portable

PACKAGING



SOLAR
PANEL

2,59€ 5,63€

Precio con IVA inclu



SOLAR
WATER



We strive to introduce Solar Water where **elegance** meets sustainability. Our **minimalist** design reflects the product's **premium nature**, the box is made out of **recycled** cardboard that is custom-fit ensuring it arrives in pristine conditions.

PRICE



€100
750 ml



€120
1 L



€150
1,5 L

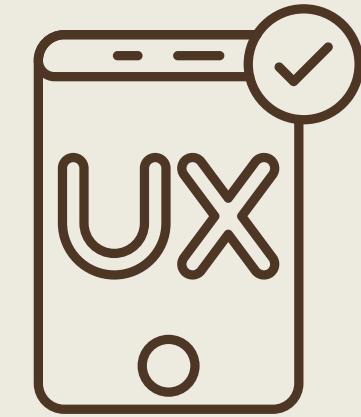
VALUE-ADDED PRICING



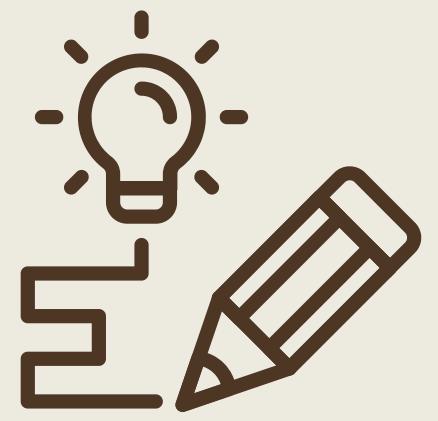
High-quality



Sustainability



Experience /
Lifestyle



Exceptional
design

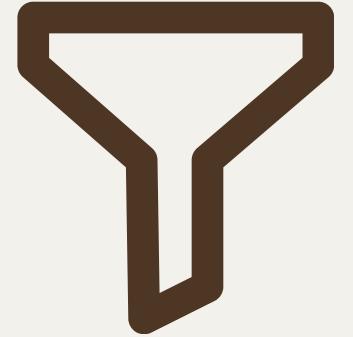


Packaging

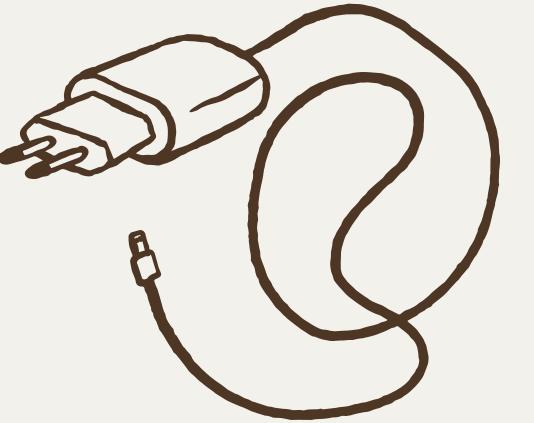


PRICES OF COMPETITOR

LARQ



FILTERS COST €49.99



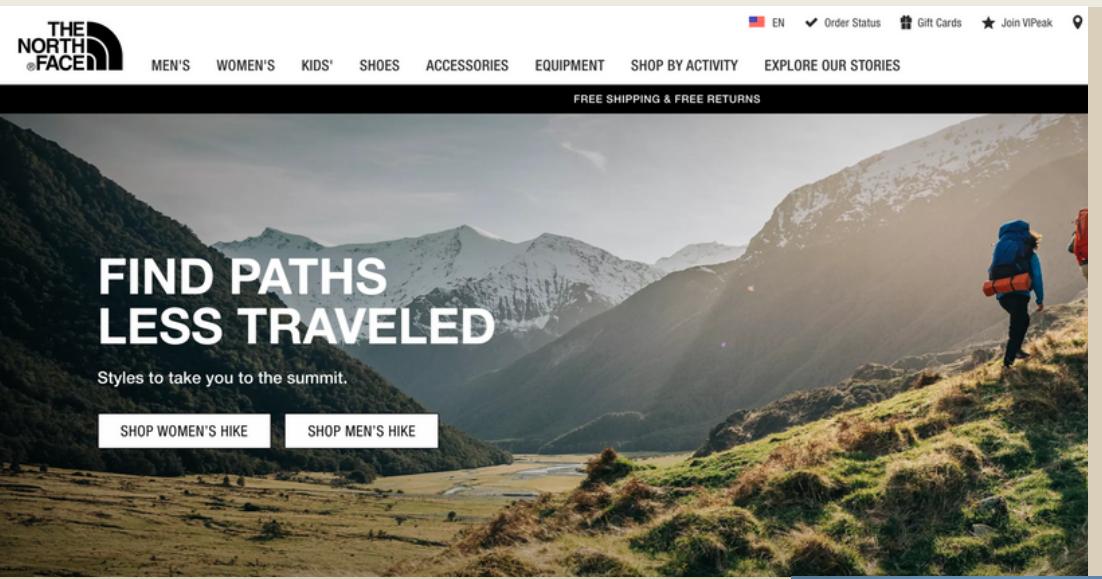
CHARGE THE BOTTLE



PRICE €109 (700ML)



DISTRIBUTION



ONLINE STORE



OUTDOOR /
ADVENTURE
STORES

COLLABORATIONS



ONLINE
MARKETPLACE



“SMART” GOALS

- **To raise awareness and interest** in our new product, motivating our core audience to make a purchase and join our community.
- Aims to achieve a minimum of **60% reach** within the target audience, generating **direct engagement** through our different advertising efforts including our digital and online campaigns, public relations, and sales promotions strategies.
- Measurable goals include **generating 30,000 direct engagements** on social media and achieving a **5% CTR** on digital advertisements within the first month of the campaign.

COMMUNICATION

Objective: To raise awareness and interest in Solar Water bottles and motivate the target audience to purchase them.

Message: Combines both rational and emotional approaches. The content highlights the benefits of the product and evokes positive emotions of excitement and freedom associated with outdoor activities.

Reach: 60% of target audience

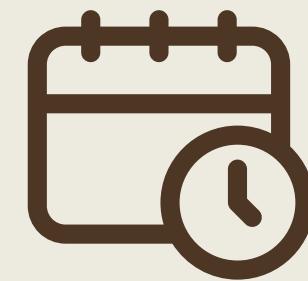
Frequency: high, at least 3 times

Strategy: engages customers, rather than simply reach them

Timing: depends on the region:



Months best for hiking and being outdoor



Responds to events in the real time

ADVERTISING

OUTDOOR

- Billboards with motivational statements.
- Include ordinary people using Solar Water.
- Inspire and motivate to join an active lifestyle.

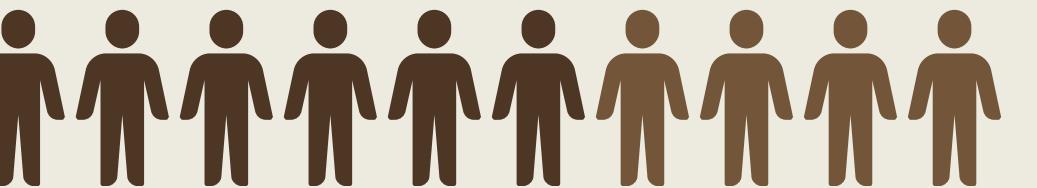


DIGITAL

- Search related Ads
- Online display Ads
- SEO --> new keywords

 " Solar Water "," solar-powered bottle " 

HIKING SPECIAL EVENTS



PUBLIC RELATIONS

- **Goal:** engage with the community, build and maintain the relationship
- **Hiking trips/outdoor activities**
- Event is recorded, and posted on social media --> **people are part of the story**
- Collaboration with universities and workplaces

SALES PROMOTIONS

- Every participant receives a **premium** (Solar Water bottle)
- **No discounts** --> premium image

PERSONAL SELLING

Product demonstration:

The product demonstration involves setting up a station near the product where a salesman showcases the premium features of the product.

Customization options:

Customers are offered the opportunity for personalized engravings and custom color choices on the water bottle, enhancing their sense of ownership and uniqueness in their purchase.



SOCIAL MEDIA PLATFORMS



Raise awareness and interest

- Influencer Collaboration
- Stories and Carousel Ads

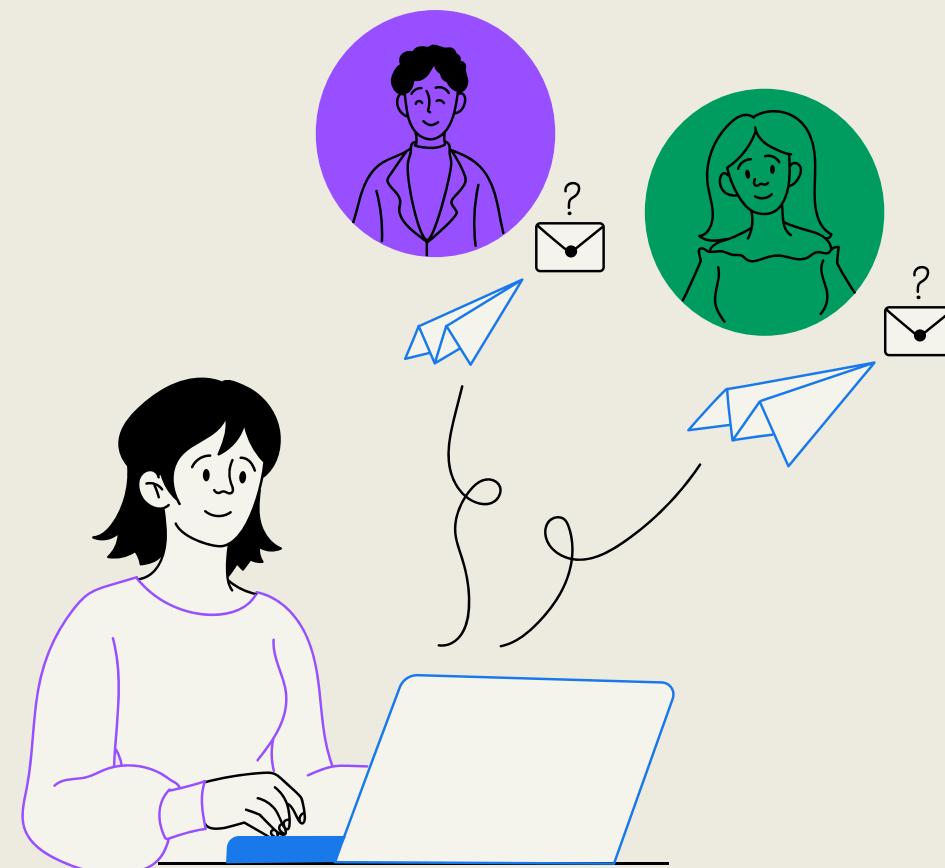
Increase sales

- Paid Ads
- Custom call-to-action (CTA)

Connect and engage

- User-generated content
- Campaigns creation
- Experiences

EMAIL MARKETING



- **Product announcements:** product upgrades, highlighting customizable features, personalization ideas.
- **Personal Stories, experiences, and testimonials.**
- **Outdoors' lifestyle recommendations:** hiking tips, best locations, activities available, opportunities.
- **Event invitations:** exclusive hiking events, educational webinars.
- **Seasonal campaigns:** summer hiking, winter sports, holiday travel.



Man

Woman

Kids

SHOES

Bags & Equipment

OUTLET

MORE

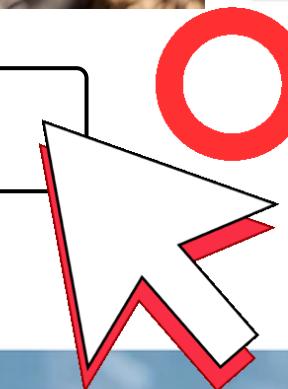


Search...



featured

ORGANIC CONTENT

[DUFFEL BAGS](#)[SOLAR WATER BOTTLE](#)[RUNNING BACKPACKS](#)[BACKPACK FINDER](#)

Enjoy the freedom of going wherever you want and whenever you want with our versatile range of outdoor equipment designed for hiking, mountaineering, running and much more.



Hombre

Mujer

Kids

SHOES

Bags & Equipment

MORE



Search...

[home](#) / [Bags & equipment](#) / [accessories](#) / [Travel accessories](#)

SOLAR WATER - SOLAR-POWERED WATER BOTTLE

WRITE THE FIRST OPINION.

€ 120.00

COLOR - TNF Black



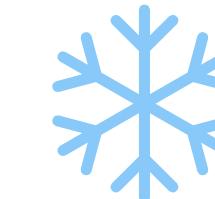
CUSTOMIZE COLOR AND / OR ENGRAVINGS

SIZE-

750 ML

1L

1,5 L

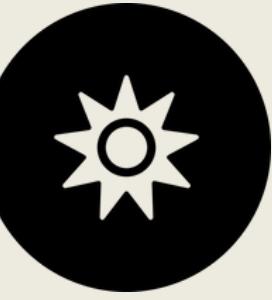


PRODUCT FEATURES

ADD TO CART

KPI'S

- 1. Social Media Engagement**
- 2. Views after influencer launch**
- 3. Purchases insite and online**
- 4. Subscription to Newsletter North Face after launch**



THANK YOU!

