

DISCOVER THE NIGHT

LED LENSER®

by Dora's Backpack



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INTRODUCTION

We are advertising the XEO 19R, a lightweight headlamp that uses 2000 lumens of power to shine up to 300 meters in front of any climber, bicyclist, or skier of the night. The price of the XEO 19R is \$299.99—considerably cheaper compared to similar products offered by competing brands.

The hardest part about forming a marketing plan for LED Lenser will be creating demand inside an already saturated market. In order to do this, we must cure people's fear of the dark by promoting the XEO 19R as a product that will usher in the future of nighttime outdoor activities. We need people to get behind the idea that if they use the XEO 19R, they will experience something new and exciting. With the absence of sunlight, one's senses are enhanced, bringing on new sights, smells, and feelings.

OPPORTUNITY: Based on the promise of heightened senses, we can convince outdoor enthusiasts that if they want to experience the full potential of the night, then the XEO 19R is a necessary tool.

Once we have accomplished that, we can focus on building brand awareness among the extreme sports community. We want skiers and snowboarders at mountain resorts talking about the XEO 19R on chairlifts. We also want runners and bicyclists who wake up before sunrise using the XEO 19R to light their path. These are only some examples of the consumers that LED Lenser wants to have a relationship with.

GOAL: Use a \$200,000 budget to launch the XEO 19R in fall 2015, and reach a sales goal of \$150,000 in the first year.

STITUTION ANALYSIS

WHO IS LED LENSER?

LED Lenser is the worldwide leader of LED light manufacturing with more than 200 patents and awards for design and engineering, including the Advanced Focus System and Smart Light Technology. It has 1,100 employees worldwide. LED Lenser products are sold in more than 50 countries around the world.

LED Lenser produces a line of lights and headlamps, for everything from camping, diving, running, hunting and fishing to industrial trades, DIY and law enforcement.

Sizes range from keychain to 1000+ lumen, heavy-duty defense lamps. As of June 1, 2011, Leatherman Tool Group, Inc. became the official distributor of LED Lenser lights in the United States and they are now available via storefront and online retailers around the country. MSRP ranges from \$15.00 to \$500.00 USD. All lights are backed by a five-year warranty.

THE GREATER TRUTH:

From this information, we recognize that LED Lenser is a well-established company that offers cutting-edge technology and products that are valuable in the US market. All they need is a higher level of brand awareness to be successful. As the most powerful headlamp on the market, the XEO 19R can offer a new dimension in each of the extreme sports we are targeting. Our research proves that there is a higher level of appreciation for climbing, mountain biking, and skiing in the night as opposed to day. Our mission is to enforce and cater to this consensus.

THE BIGGEST ENEMY:

LED Lenser's biggest enemy is the daylight. As innovative as LED technology is, products like the XEO 19R can only reach their full potential in the nighttime. Even the most extreme people would prefer engaging in these activities during the day as opposed to night. It is fair to assume that skiing, biking, and climbing are all dangerous activities that become much more dangerous when the sun goes down.

There are also legal boundaries that discourage the growth of extreme sporting in the nighttime. It is highly unlikely that a longboarder, with or without an LED flashlight on their helmet, can ride down a hill in the middle of the night without violating some law of the road. If nighttime extreme sports are inherently dangerous and partly illegal, then the market will be discouraged from growing. This is bad news for LED Lenser because it means they are creating products like the XEO 19R for an already small and unstable market.

The other big enemy facing LED Lenser is competition from other companies wielding LED technology as well as the traditional incandescent flashlight. Even though it is proven that LED lights are brighter and last longer than incandescent bulbs, many people have still not jumped on the bandwagon for reasons of price and loyalty to older brands. The ideal situation would be products like the XEO 19R ushering in a new future for flashlights, making incandescent flashlights a thing of the past.

THE COMPETITION:

PETZL (and Black Diamond, Mammut): One of the biggest competitors in this market is Petzl. Like LED Lenser, they sell specialized headlamps that are specifically designed for outdoor and industrial needs. They have high brand awareness in the outdoor community. Likewise, they provide convenience to their consumers by making their products available in retail shops like REI, where you can actually test each product out before buying it. However, LED Lenser still provides more lumens for less money, which means that Petzl's headlamps could easily be replaced by the XEO 19R.

LIGHT & MOTION: The one thing that distinguishes this company from the rest of the market is the fact that they have waterproof lamps, designed specifically for activities like scuba diving. Again, LED Lenser wins the battle of price against these guys. Light and Motion sells their 2000 lumen headlamps for \$500.

LUPINE: This company sells handmade products specifically designed for mountain biking. Their products are usually sold in bike shops and on the company website. However, their online presence is not strong. Their website is not nearly as engaging or intuitive as the LED Lenser site. And while some of their products may offer more lumens than the XEO 19R, they are sold at a much higher price.

THE TAKE AWAY: How does LED Lenser compare to these three companies? First off, the XEO 19R provides the best cost per lumen ratio on the market, which is great for business. Also, unlike Lupine and Light and Motion, who market their products toward very specific activities, LED Lenser declares the XEO 19R as a product for adventurers. Keeping the product's utility ambiguous like that is good because it allows for LED Lenser to market towards several different extreme sports at one time.





WHY WOULD YOU NEED A HEADLAMP WITH MORE THAN 500 LUMENS?

500 lumens are enough to illuminate a room and cause temporary blindness. (This is debated, some say even 80 lumens is enough). You wouldn't use it road biking in the city, for example, because that amount of light is unnecessary and could actually be dangerous if shined at a driver. So what activities would require that bright of a light and why? Is there a niche that hasn't been tapped into?

WHO GOES OUT AT NIGHT AND WHY?

In order to find our target audience, we had to look at how the action sports market lives during the night. It is certainly more dangerous to go mountain biking at night, with or without a light. But does that danger really make it a more gratifying experience? According to our research, the absence of sunlight creates an entirely new and exciting experience. Most people who run at night will agree that "senses are heightened at night. You notice things like the sound of the wind, your breath, the crunch of a leaf as you step on it." The importance of these details proves that action sports at night have inherent rewards that cannot be attained during the daytime.

WHICH SPORTS BENEFIT THE MOST FROM THE XEO 19R?

If we are trying to market towards people in the action sports community, it is important that we gain a full understanding of each individual sport and how it could be positively influenced by the XEO 19R. The following are ranked based upon the potential success of the XEO 19R in each market. Lets start on the mountain and work our way down:

1. Rock Climbing/Mountaineering: Climbing is popular in the United States and requires a lot of (expensive) gear. Climbers often start early in the morning before it gets too hot on the rock, and sometimes climb into the night when projecting a multi-pitch or if they run into trouble. With the XEO 19R, they can light up the entire face of the wall they are climbing at night, giving them a more secure experience, the ability to see up and down the pitch, better plan out their route.

2. Mountain Biking: Mountain biking involves riding at high speeds through forests and on cliffs, often through technical areas with rocks, roots, berms, and jumps. Riders with the XEO 19R will be able to clearly see the trail ahead at night as well as hazards that could lead to injury, allowing them to ride safely without compromising speed.

3. Skiing: XEO 19R would be best used for touring. Participants go out early in the morning (around 3-5 am) so they can reach the summit before sunrise and get back down the mountain to avoid warming and avalanche danger and to get the freshest tracks. With the XEO 19R, skiers can see farther and better with higher lumens, which will help them pick a better line and avoid dangerous areas.

INSIGHTS: Given these facts, we determined that all of these extreme sports are in the market for LED Lenser products. But, more specifically, rock climbing, mountain biking, and skiing can benefit the most from a light as bright as the XEO 19R. Thus, they are the sports we will focus on in our advertisements.

RESEARCH CONT.



WHAT DO THE CONSUMERS BELIEVE?

Our primary research involved interviewing people who are actively involved in the action sports community, meaning rock climbers, mountain bikers, skiers, etc. We also interviewed people who work at outdoor stores to get a feel for the average shelf life of products like the XEO 19R. By talking to a wide range of experts, we found a common insight is that the headlamp's brightness is impressive, yet excessive. Below are the main insights we gained from each interviewee.



"[The XEO 19R is]not a layman's product, should be reserved for people who have a lot of money and time, people who want to do rad badass outdoor things and take cool photos of it." - *Zoe Zulauf: Student at Westminster, rock climber, skier*

Insight: This is a niche market of people who know what their passion is and will do anything to pursue it.



"It's a very specialized market. People come in every once in a while and ask for it, and when they do, they know exactly what they want." - *Jeff Fan, employee at Backcountry Gear*

Insight: In order to reach a wider audience, we need to make people think that they need the XEO 19R to participate in their favorite nighttime activities.



"[Nighttime sports are] being able to let your mind run free when you are away from a structured society that allows your body to relax." - *Will Saunders, outdoor enthusiast and photographer*

Insight: Doing extreme sports at night is an entirely different experience from doing them during the day.

AUDIENCE RECOMMENDATION

TARGET DEMOGRAPHIC

We are targeting the action sports market in an effort to help hardcore 28 to 43 year old males and females enjoy their favorite outdoor activities like never before.

DEMOGRAPHIC BREAKDOWN

- Age: 28 to 43
- Personal income: \$40,000-\$100,000
- Starting to settle down to settled down with children
- Has a stable and busy career but has the drive, passion, and energy to go out and adventure when he/she gets off work
- Has other obligations but still active, has time and disposable income to spend on top notch products

PSYCHOGRAPHIC

- Descriptors: Wanderlust, travel, willing to try new things, enjoys getting out of comfort zone, enjoy challenges, adrenaline junkies
- Action sports are their passion, and their social life revolves around it
- Don't have time to practice/participate during the day
- Open to the challenges of adventuring at night. For them, night activities add adrenaline rush not experienced during day, senses are heightened (notice breathing, wind, sounds and temperature)



MEET LINDSEY

A bad-ass 28 year-old independent woman living in Boulder, Colorado. She is a retail manager at Moosejaw Mountaineering. She loves mountain biking and often participates in local competitions. On a normal day, Lindsay is usually wearing a beanie over her non-groomed hair and a sports bra under her flannel. She also has a small ankle tattoo and a few scars from falling on her bike. Lindsay enjoys craft beer, bloody marys, and late night tacos. She drives an '03 Jeep Grand Cherokee and has a pitbull who accompanies

her on every adventure. She is not one to buy the most expensive gear unless it is absolutely necessary to support her extreme lifestyle. With a yearly salary of only 45K, she will eat ramen for a month in order to fund her passion for mountain biking.

A Day in Lindsay's Life: Lindsay wakes up around 8am, makes coffee, eats a small breakfast, feeds her dog, and rides her bike to work. She gets off at 5 PM, goes home, walks her dog, and meets up with a few of her guy friends. They put their bikes on the trailer attached to the back of her car and start driving toward the best mountain biking area in Colorado. They arrive a couple hours later as the sun is going down. Lindsay takes a cool picture of the sunset with her phone and posts it on Instagram. They prepare themselves by putting on their helmets and headlamps, but not before checking the battery life! Finally, they head for the trails and shred through the night.



CREATIVE BRIEF

The Problem

People are busy and there are only limited hours of sunlight. It's hard to keep their favorite extreme sports in their schedule when they're losing daylight or want to start early in the morning, but don't want to compromise speed, efficiency, and safety.

The Goal

Inspire consumers to embrace new dimensions of extreme that can only be experienced at night.
Communicate the idea that if they want this experience, they need the XEO 19R.

Why the Audience Should Care

The XEO 19R allows action sports enthusiasts to go as hard in the night as they do during the day. However, it actually offers much more than that; it allows for a whole new experience of heightened senses. Because of the XEO 19R's power and versatility, it gives users the assurance that they can enjoy these nighttime pursuits safely and to their fullest capabilities.

The Single Most Important Thought

The XEO 19R is a tool that has the power to give one the unique nighttime experience of enhanced breath, touch, smell and sound.

MEDIA PLAN

MEDIA MIX & BUDGET:

Spotify: Users are twice as likely to stream music while engaging in extreme activities, so we created a audio ad and playlist. With the influence of sensory deprivation, music fosters a unique feeling and creates a sensation of sound that cannot be paralleled outside of nighttime extreme sporting.

COST: \$31,260

Billboards: These ads will be located above roads traveled by the typical outdoor enthusiast. Our target audience will be exposed to them via their weekend drive to mountain bike trails, ski slopes, and/or caves.

COST: \$50,000 (12,500 each)

Social: In order to gain more followers, we will host a monthly photo contest by asking consumers to post photos of their night time excursions with the XEO 19R onto our Facebook and Instagram pages. By doing so, we will encourage people to use the product while showcasing the effectiveness of the light. A spring and fall campaign will ask fans to tell a story about an exciting experience they had with the XEO 19R. Winners will have the opportunity to become new brand ambassadors.

COST: \$0

Print: With a focus on a variety of extreme sports, these ads will fit nicely into magazines written for rock climbers, skiers, and mountain bikers. Each ad will focus on the unique senses of each activity and demonstrate how the XEO 19R enhances these experiences.

COST: \$61,531

(Outsid :31,280, Powder: 11,000, Bike: 16,000, Rock & Ice: 3,251)

Hulu: 52% of people ages 34-52 uses Hulu as one of their primary video streaming services, which reaches our target age group. Our video ads will be strategically placed in extreme sports categories, ensuring that the viewers will be people who relate to the product.

COST: \$10,500

Youtube: Outdoor enthusiasts use Youtube as a platform to share their adventures with the world. By placing our commercials before videos of extreme sporting, we can gain exposure among a wide range of our demographic that is sitting at home watching videos online.

COST: \$45,000

OVERALL COST : \$198,291

CALENDAR:

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
PRINT	Outside											
	Powder											
	Bike											
	Rock & Ice											
BILLBOARD	OR: Hwy 26											
	CA: Squaw Valley											
	CO: I-70											
	UT: I-80											
RADIO	Spotify											
VIDEO	YouTube											
	Hulu											
DIGITAL	Social Media											

MEASUREMENTS:

Impressions:

With these media choices and scheduling, we expect to reach over 19,248,923 people by the end of the year. In other words, we only need 0.0026% of our audience to purchase a XEO 19R. Based on the number of impressions, we are confident that our goal of selling 500 XEO 19Rs is attainable.

Frequency:

Most people need to hear something 7 times before they acknowledge you've said it. Below are the number of people we expect to reach 7 times for each execution in the first three months (Sept-Nov), at which point we should start to see an increase in sales.

Print: 718,205 people

Spotify/YouTube: 3,000,000 people

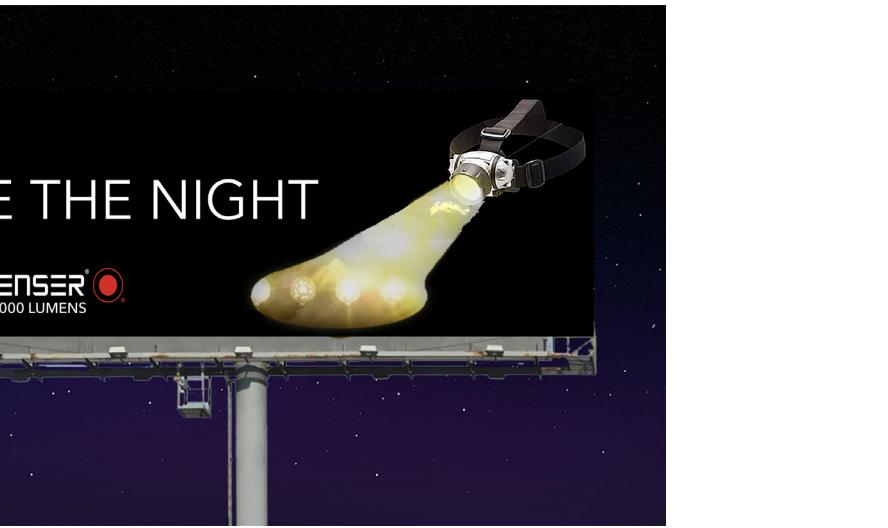
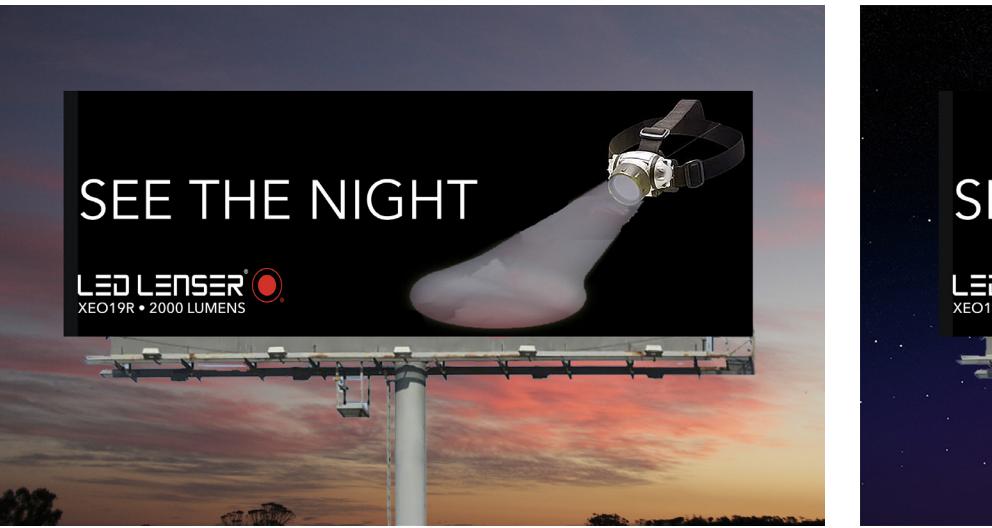
Billboard: 1,710,792 people

Social: 38,000 people

EXECUTIONS

BILLBOARD

This billboard will have a see through section for the light of the head lamp, with LEDs lining the back which will turn on at night. This way the billboard will look slightly different every time the viewer sees it, which will keep the billboard interesting.



VIDEOS

Two 30 second ads to be shown on Youtube and Hulu, which emphasize the feeling of doing action sports at night.



Sound of clapping chalk in hand.



Sound of rope being drawn.



Intense wind blowing. You can clearly hear every movement the climber makes.



You heard the skis hit the snow, the wind blowing.



The sound of the skis hitting the unbroken snow.



Sound of the wheel turning.



The leaves crunch as the bike hits the ground.



Intense wind and sound of rock falling off the cliff and into the water near by.

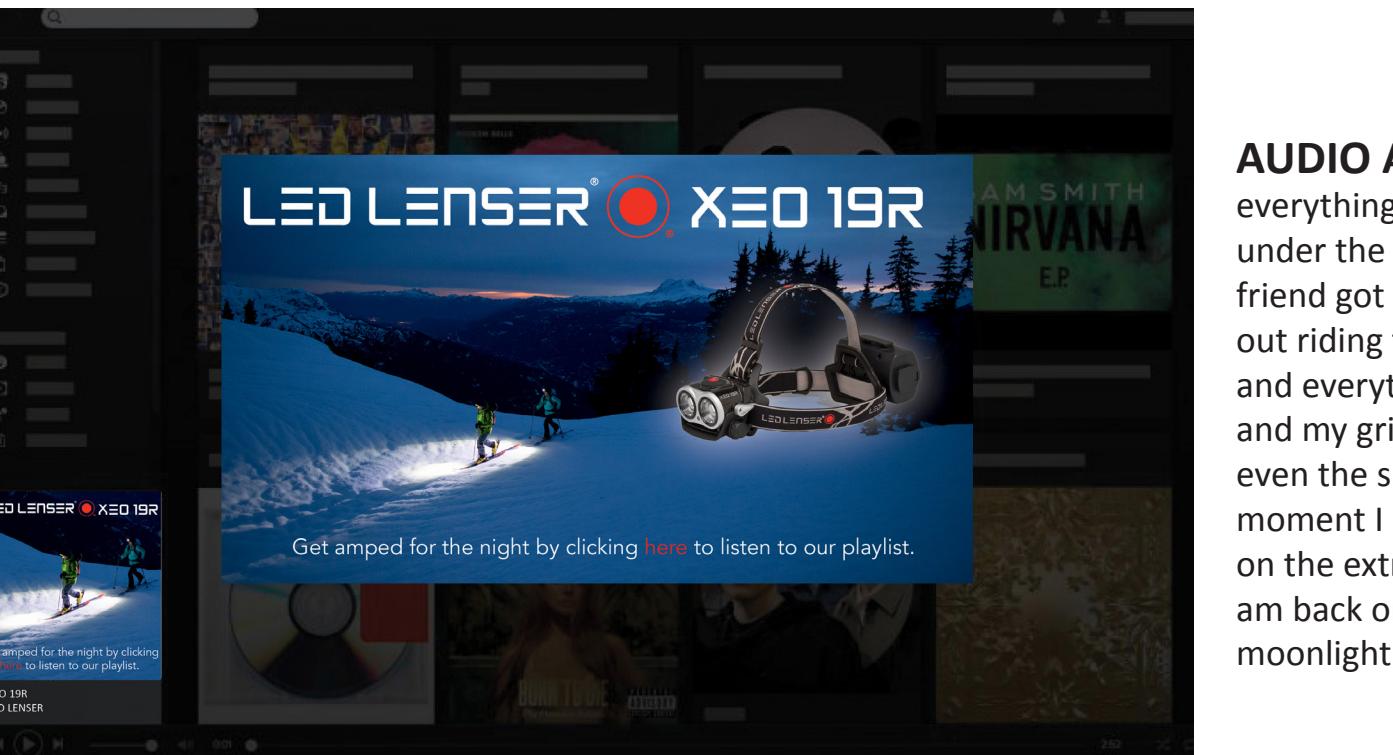


Final shot.

VIDEO 1: This video will concentrate on the sensation one gets when they do action sports at night. There will be no music, just the sounds one hears at night: breathing, the wind, the crunch of the snow, ect. To the left is a storyboard for this video.

VIDEO 2: This video we produced which has an interview with a nighttime rock climber. The interviewee was asked to describe what it's like to climb at night. His answer is cut with b-roll of him climbing while using the XEO 19R. The main idea of this video is to emphasize that climbing at night is an almost indescribable experience. The video can be viewed at: <https://vimeo.com/128334292>.

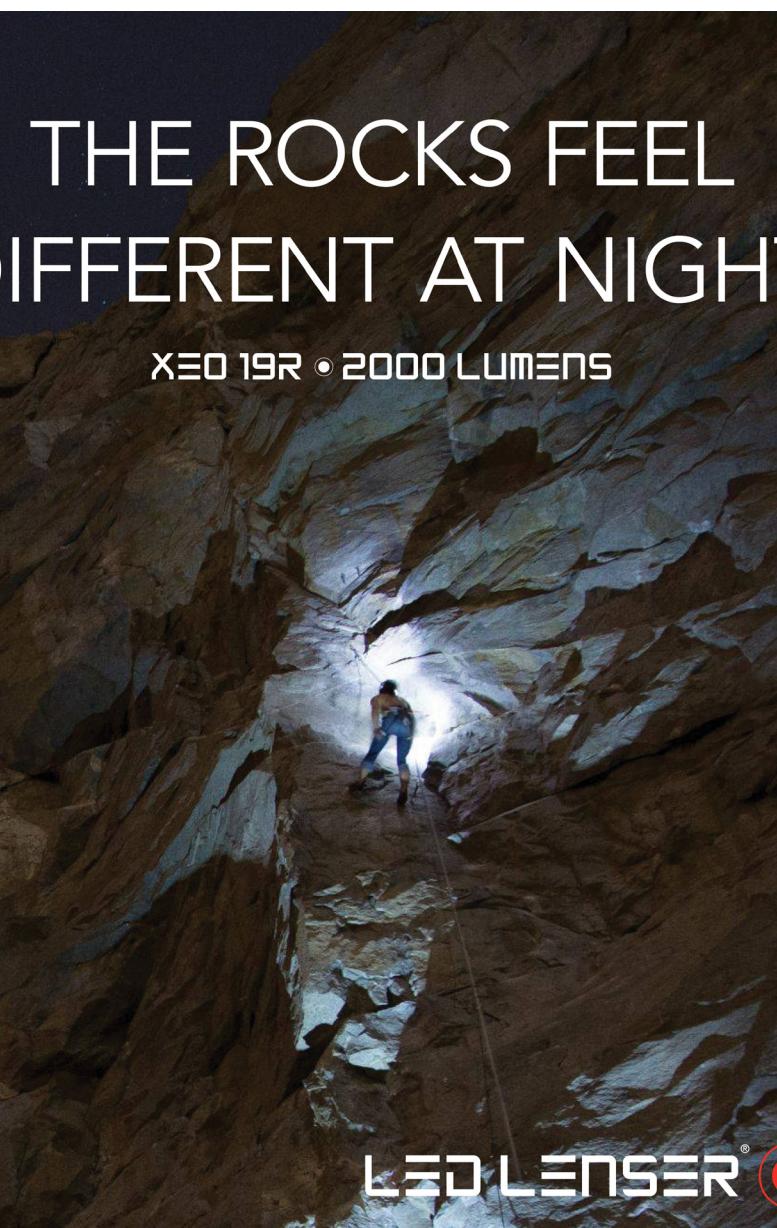
SPOTIFY



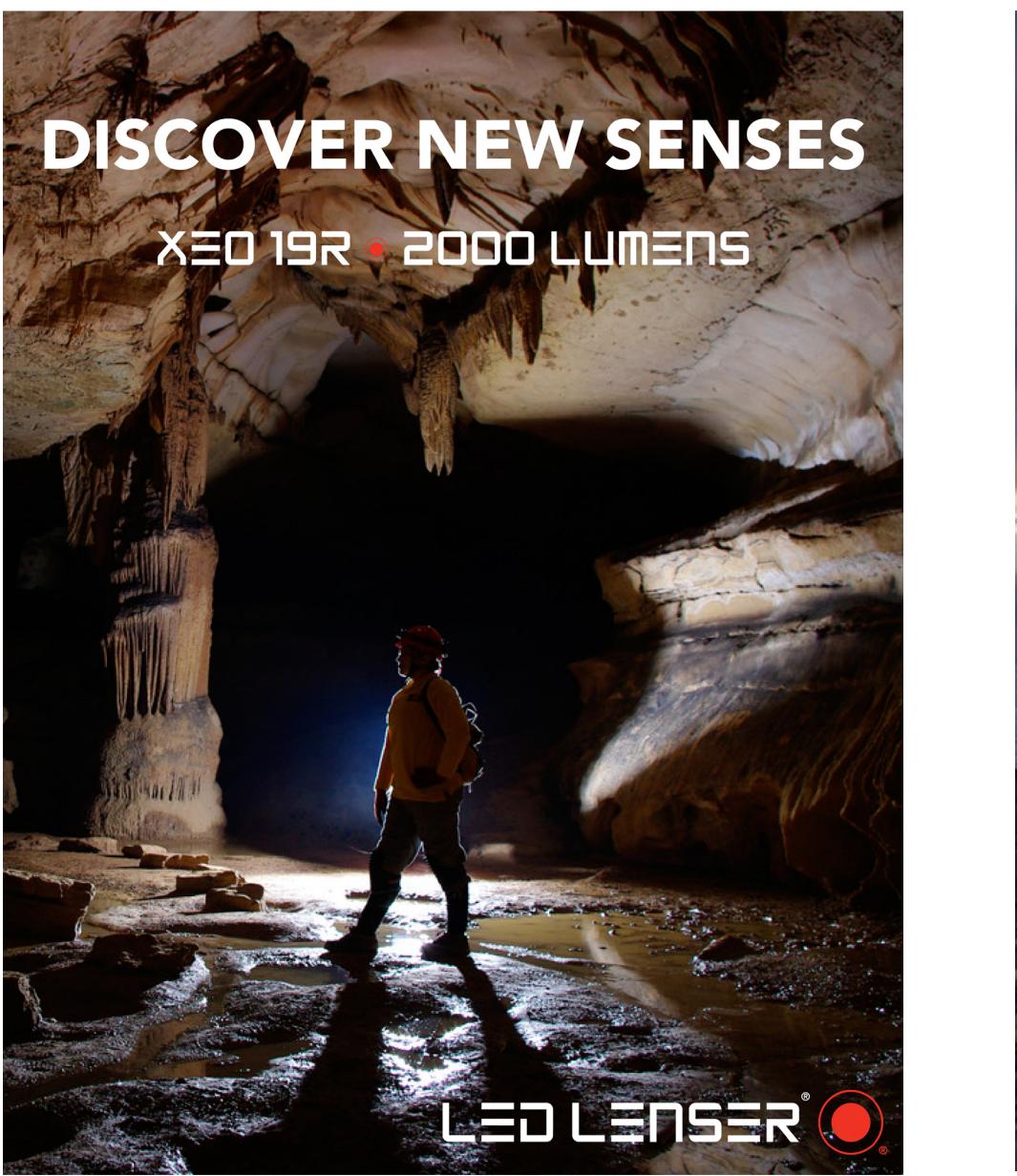
A screenshot of a Spotify playlist page titled "Listen to the Night". The cover art features a person riding a bicycle at night with a headlamp. The text "PLAYLIST" is above the title, followed by "Listen to the Night". Below the title is the subtitle "Dedicated to all you thick-blooded addicts of the night. Put on your headlamps, plug in your headphones, and give it a rip!". A "PLAY" button is visible. At the bottom, the text "Created by: LED LENSER • 48 songs, 3 hr 30 min" is shown, along with a table of song details including "Outro" by M83 and "Intro" by M83.

AUDIO AD: I thought I had experienced everything that the mountain biking had to offer under the sun. Then, for my 30th birthday, my friend got me the XEO 19R by LED Lenser. I went out riding that night with a 2000-lumen throw and everything changed: My vision was sharper and my grip was stronger, the air felt crisper and even the smell of pine seemed foreign. At that moment I realized that I had been missing out on the extreme beauty of the night ride. Now, I am back on the trail, making up for lost moonlight.

MAGAZINE ADS



MAGAZINE ADS



WORK CITED

SITUATION ANALYSIS:

<http://www.lupinenorthamerica.com/default.asp>
<https://www.ledlenserusa.com/>
<http://www.lightandmotion.com/>
<http://www.outdoorgearlab.com/Best-Headlamp>
<http://www.rei.com/learn/expert-advice/headlamp.html>
<http://www.policemag.com/channel/patrol/articles/2012/12/tactical-level-lighting.aspx>
<http://www.danacommunications.com/changing-the-game-top-5-trends-in-sports-marketing/>

RESEARCH/INSIHGTS:

<http://www.mensfitness.com/life/gearandtech/mountain-biking-night>
<http://www.evo.com/how-to-get-started-backcountry-skiing-snowboarding.aspx>
<http://news.discovery.com/adventure/outdoor-activities/caving-for-begginner-5-need-to-know-tips-that-could-save-your-life.htm>
<http://www.adrenalinebeast.com/downhill-longboarding/>
<http://www.active.com/running/articles/don-t-wait-for-the-day-light-hours-to-go-trail-running-876266>

AUDIENCE RECOMMENDATION:

<http://thewirecutter.com/reviews/best-headlamp/>
<http://endurancebuzz.com/2010/05/11/5-trail-running-tips-to-help-you-love-the-night/>
Interviews we conducted

MEDIA PLAN:

<http://boss.blogs.nytimes.com/2011/01/06/are-your-messages-being-heard/>
<http://www.outsidemediakit.com/>
<http://www.powder.com/media-kit/>
<http://www.gaebler.com/Powder-magazine-advertising-costs++30202>
Rock & Ice rep Ben Yardley
<http://fitsmallbusiness.com/how-much-does-billboard-advertising-cost/>
Spotify's West Coast Account Director Interview with Michael McCurdy on May 19 10:30-11:00 am
<http://thetricordist.com/2014/11/12/the-streaming-price-bible-spotify-youtube-and-what-1-million-plays-means-to-you/>
<https://www.spotify.com/us/brands/>
<http://www.youtube.com/yt/advertise/>
<http://thetricordist.com/2014/11/12/the-streaming-price-bible-spotify-youtube-and-what-1-million-plays-means-to-you/>
<http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing>

DORA'S BACKPACK



Rachel Pappadis
DESIGNER
Wilsonville, OR

What's in my backpack:
Snacks, a notebook full of doodles, and an embarrassing amount of trash.

Cameron Wong
ACCOUNT EXECUTIVE
Oakland, CA

What's in my backpack:
My skateboard, allergy meds, and a cliff bar.

Gibson Toombs
COPY WRITER
Lake Oswego, OR

What's in my backpack:
My laptop, a pack of gum, a notebook, vitamins, and headphones.

Preston White
MEDIA PLANNER
Lake Oswego, OR

What's in my backpack:
Headphones, my notebook, and some chapstick.

Tashia Davis
STRATEGIST
Bend, OR

What's in my backpack:
Some gum, a hydroflask, and my pendlatln notebook.