

# ALPINE ARMOUR

SKI TRIP GIVEAWAY EVENT  
2025



A

// Marmot Media

Thomas, Sami, Brandon, Jake, Jayden

# Table of Contents

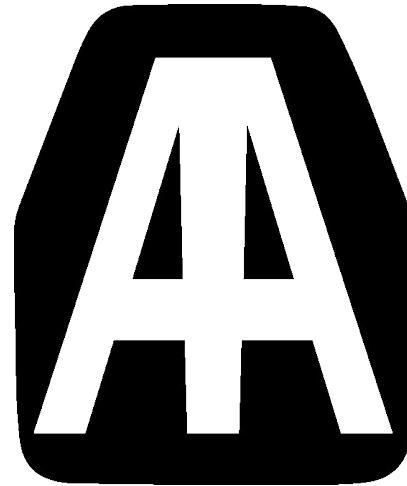
- 3 OVERVIEW
- 11 MARKET ANALYSIS
  - 14 Campaign Summary
  - 16 The Giveaway
  - 17 Brand Awareness
  - 18 Campaign Goals
- 20 OBJECTIVES & MEASUREMENTS
  - 21 Timeline
- 27 Deliverables
  - 28 Posters
  - 29 Instagram
  - 33 Youtube
  - 36 Website
- 43 CAMPAIGN USER FLOW



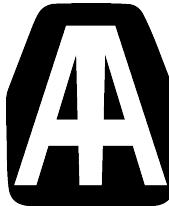
# Overview

Marmot Media X Alpine Armour

01



**Armour For The  
Elements**



# — ALPINE ARMOUR

Alpine Armour is an apparel company that sells **outdoor wear for outdoor enthusiasts.**

From the freezing climate of the mountains to the rainy West Coast, these jackets will protect you from the elements.

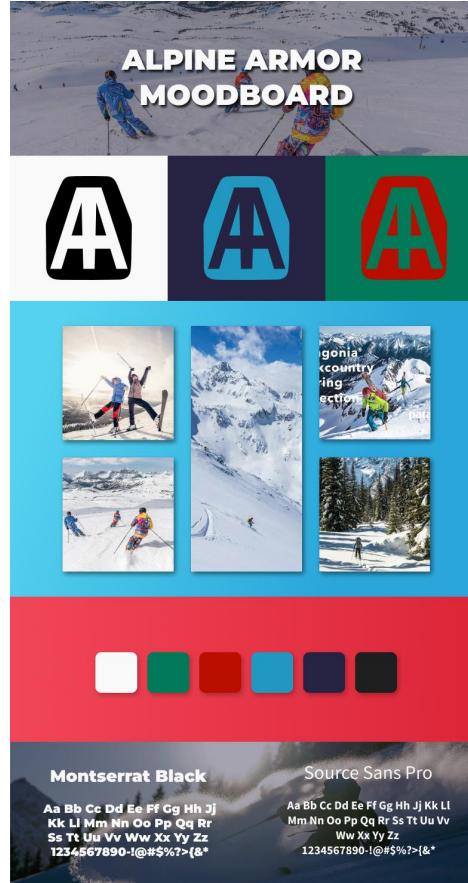
**Armour For  
The Elements**



— **Marmot  
Johnson  
Founder & Ceo**

# MoodBoard

An overview of how we want our event/launch to feel and look like. It also includes fonts and colors used throughout our campaign.



# Style Guide

Our finalized style tile to maintain brand consistency when creating assets for our launch event.



# ALTA JACKET

## **Brand New From Alpine Armour**

Each jacket is unique as its materials are sourced from recycled outdoor wear that is still suitable to be reused.

***Alpine Armour's carbon footprint is near zero with production.***

This reuse of material makes the manufacturing very sustainable and gives each jacket a one-of-one design.

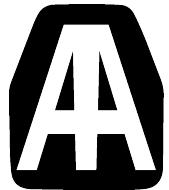
The unique colours and styles on each jacket making the jacket your own, sets Alpine Armour apart from the competition.



MARMOT  
MEDIA



# — Our Team



**Brandon**

Social Media Marketing

**Jayden**

Project Lead

**Thomas**

UI/UX

**Sami**

Graphic Designer

**Jake**

Copywriting

02

# Market Analysis and Competition

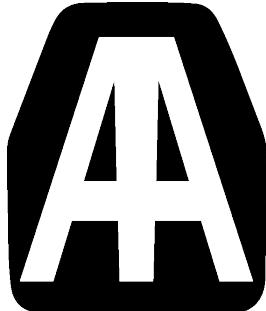


# Competition

- "Arc'teryx Backcountry Academy"
- No Giveaways
- No opportunities to try out their gear in action



# ARC'TERYX



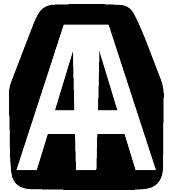
ALPINE  
ARMOUR

## Marmot Media's Event



- Compared to academy free charge
- Gear is given to participants
- Giveaway of Alta Jacket Paid by Marmot Media

# User Persona



PERSONA 1

## Sean Thompson

### About

Alex is a 32-year-old outdoor enthusiast who lives in Squamish. He has been skiing since childhood and considers it not just a sport but a way of life. Alex is tech-savvy and often relies on online reviews and social media for product recommendations. Alex grew up in a family that prioritized outdoor activities, especially skiing. He pursued his passion for photography, specializing in capturing outdoor adventures. Living in BC provides Alex with ample opportunities to ski in varied terrains and weather conditions. Alex skis almost every day during the ski season and participates in back country skiing excursions on weekends.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. In fringilla ac eros ac convallis. Integer vestibulum mauris quis metus commodo, nec gravida dolor vestibulum."

Age 32

Occupation Freelance Photographer

Status Single

Location Squamish, BC

PASSIONATE HONEST

CURIOUS ADVENTUROUS

### Needs / Goals

- Alex is seeking a new ski jacket that can withstand his daily skiing adventures.
- He values durability, functionality, and style in his outdoor gear.
- As a photographer, Alex also values jackets with convenient features such as pockets for camera gear and easy access to essentials like his phone and ski pass.

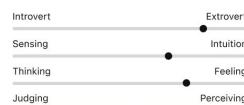
### Pain points

- Finding a jacket that balances performance, style, and affordability can be challenging.
- Alex has specific requirements for his jacket, given his extensive experience and high expectations for outdoor gear.
- He prefers to invest in products that offer long-term durability and performance rather than having to replace them frequently.

### Favourite apps



### Personality



# Campaign Summary

This marketing campaign is focused on promoting a giveaway draw for a Ski Trip to Whistler.



This event is designed to increase brand awareness and reach for Alpine Armour.

Target Audience: Pacific Northwest, Outdoor Enthusiasts, Skiers, Hikers, Bikers

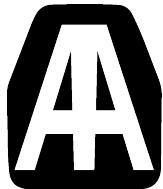
Ages: 18-45

Duration: Sept. 2024 - Feb. 2025

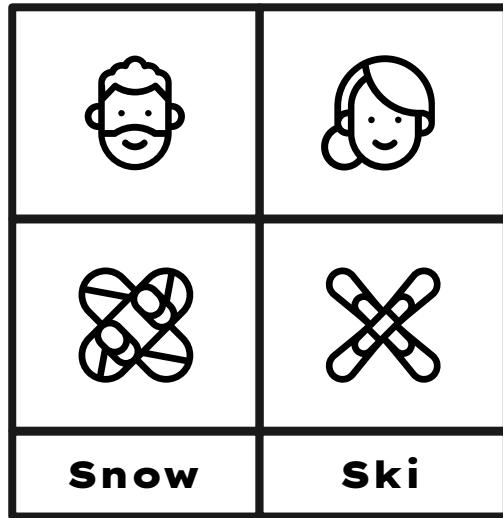
Estimated Reach: ~543,375 ppl.

Estimated Revenue: \$850 CAD/jacket x 27,187 units = \$108,950 (*Immediate Alta Jacket Sales*)

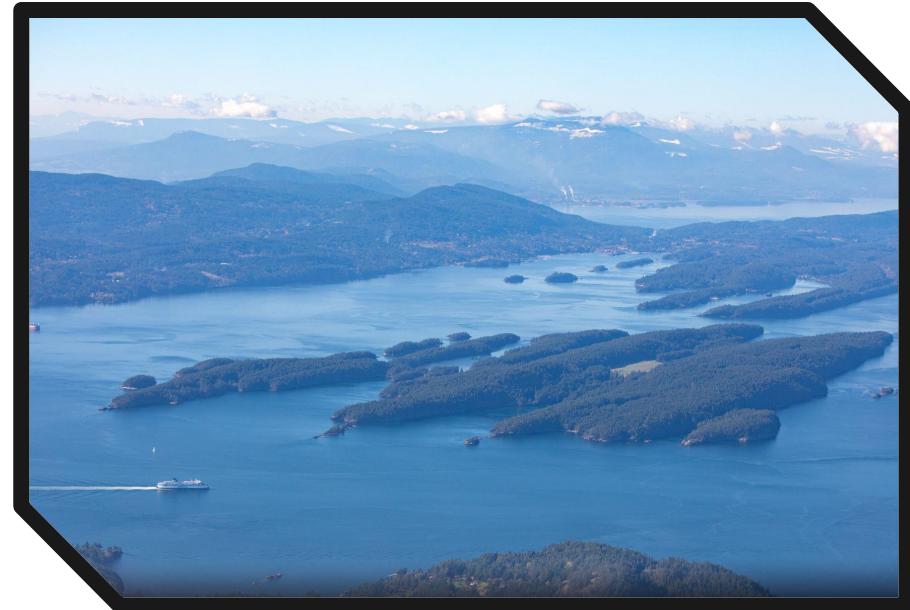
# — Our Targets



Outdoor Enthusiast/Urban adventurers, &  
those who are looking to be environmentally  
conscious



**Pacific Northwest**



# The Giveaway

We plan to host a full-expenses paid **Ski Trip to Whistler** to ski with Ryan Reynolds and see the jackets in action.

## How to Enter:

1. Sign Up by providing an email address on AlpineArmour.com
2. Pre-order or Purchase an Alta Jacket - *Users are automatically entered at the time of purchase.*
3. Full account sign ups
4. Social Media interactions

## Alpine Armour's Ski Trip to Whistler

- All-Expenses-Paid
- Alpine Armour gifts Alta Jackets to all winners
- Ski with Ryan Reynolds
- An opportunity to see the Alta Jacket perform in the elements
- Free to enter

# Brand Awareness

This giveaway event will allow the 4 contest winner to try out the jackets. In addition to an aftermath youtube video showcasing the jacket in harsh conditions.

## The giveaway will support Alpine Armour in three ways:

1. Brand awareness will grow **around the giveaway** itself.
2. This increased brand awareness will **increase Alta Jacket Sales**.
3. This will move users down the **marketing funnel** by allowing for email newsletters via the email address provided during sign up.

*Ryan Reynolds' social media presence will increase brand awareness when he posts about the event.*

*The winners of the giveaway will promote Alpine Armour via their social media accounts and word of mouth.*

# Campaign Goals

The primary campaign goal is **promoting the giveaway** and encouraging people to enter into the draw.

A secondary goal, which will come as a result of promoting the event, is **increasing sales** of the new Alta Jacket.

Both of these goals stem from **brand awareness and overall reach**. All campaign strategies are focused on increasing brand awareness.

**A**

**Promote The Giveaway**

**B**

**Increase Alta Jacket Sales**

# Digital Assets

In order to maximize brand awareness and reach, all campaign deliverables will be designed to be easily shareable and copy will be written in way to instigate conversation amongst our audience.

The Alpine Armour website will display banners and lightboxes on the homepage. The checkout page for the Alta Jacket will also feature promotional imagery and copy.



**Website  
Banner +  
Popups**

**Physical  
Posters**

**Instagram Posts**

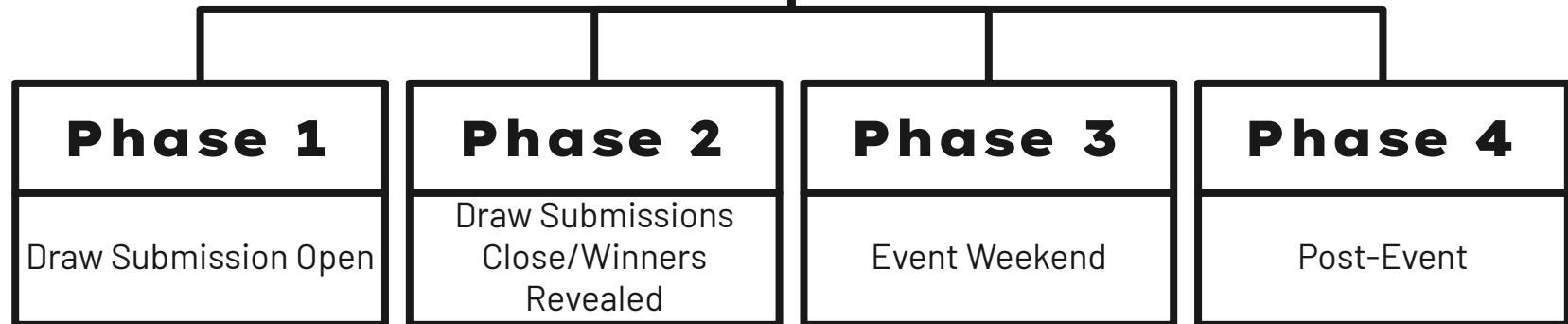
**Youtube Videos**

# 03

## Objectives & Measurements

How will success be measured  
throughout this campaign?

# Timeline



Purchases, Email Sign ups, Account Sign ups, Likes, Reposts

Winners Revealed & Given a trip with 3 other friends

Sky Trip With Ryan Reynolds & gold medal Olympian skier

Video on the Youtube Channel about experience

# Phase 1 - Draw Submissions

September 15, 2024 - November 30, 2024

## Goal:

Promote the announcement of the Ski Trip Draw.

## Objectives:

- Receive over **1,500 new account sign ups with opt-in email allowance** during the draw period.
- **2,000 new single opt-in email** sign ups.
- At least **1,000 shares, 5,000 likes, and 2,500 tagged friends** across the **Instagram** posts.
- At least **1,000 visits** from the **Youtube** via the link in description.
- Increase Alta Jacket sales by 25% during draw submission & 50% during Black Friday Weekend.

## Implementations:

- Website is updated to show promotional banners highlighting the Alta Jacket and the event draw details.
- Easily shareable Instagram posts to promote the draw and details on how to sign up to enter.
- Youtube video released on the day of the announcement showing off the jacket and the community around the new jacket.

# Phase 2 - Unveil Of Winners

**Draw Submissions Close/Winners Revealed:  
December 1, 2024**

**Goal:**

Promote the announcement of the winners for Ski Trip Draw.

This includes Instagram posts containing the winning names. The website will revert to feature the jacket rather than the event.

**Implementations:**

- The website will revert back to normal branding.
- Instagram posts will announce the winners and encourage others to check out the website for more news.

**Instagram Post - Winner Example**



# Phase 3 - Event Weekend

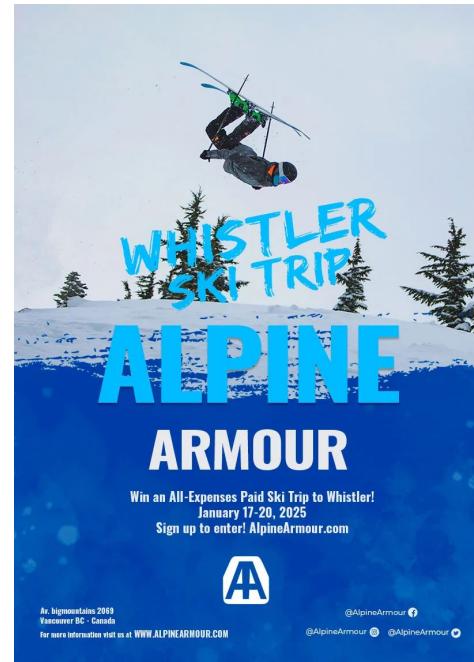
## Whistler Ski Trip - January 17-20, 2025

### Goal:

Create promotional content using photos/video taken during the event.

### Implementations:

- Use content created during the event to promote the Alta jacket and encourage users to join the Alpine Armour community.
- After the event, post a short recap Instagram post and stories.
- Have Ryan Reynolds recap about event on our instagram.



Ad poster picture taken from last  
Ski Trip

# Phase 4 - Post Event

January 20 - February 15, 2025

## Goal:

Grow the Alpine Armour community following by showing the success of the event in social media posts and a website banner.

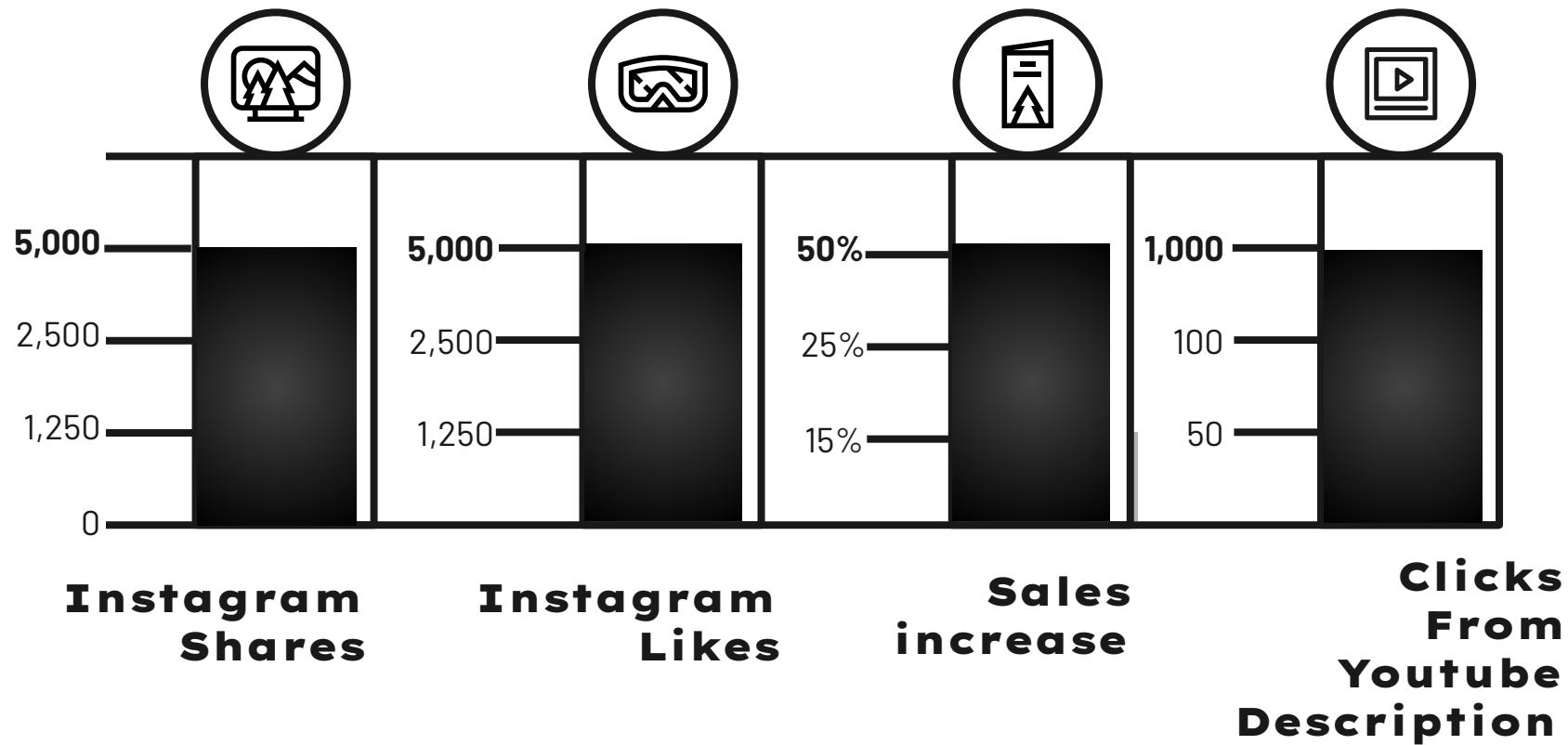
## Implementations:

- Use content from the Ski Trip to promote the success of the event and encourage users to sign up for the newsletter in order to hear about the next giveaway draw.
- This will involve Instagram posts and a recap Youtube video.

## Mockup of Event Recap Video



# Estimated Reach



# 04

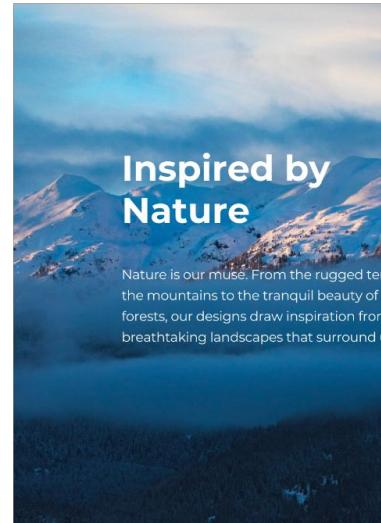
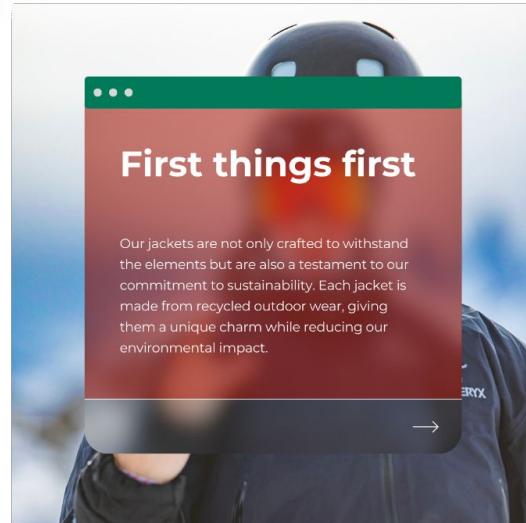
# Deliverables

# A

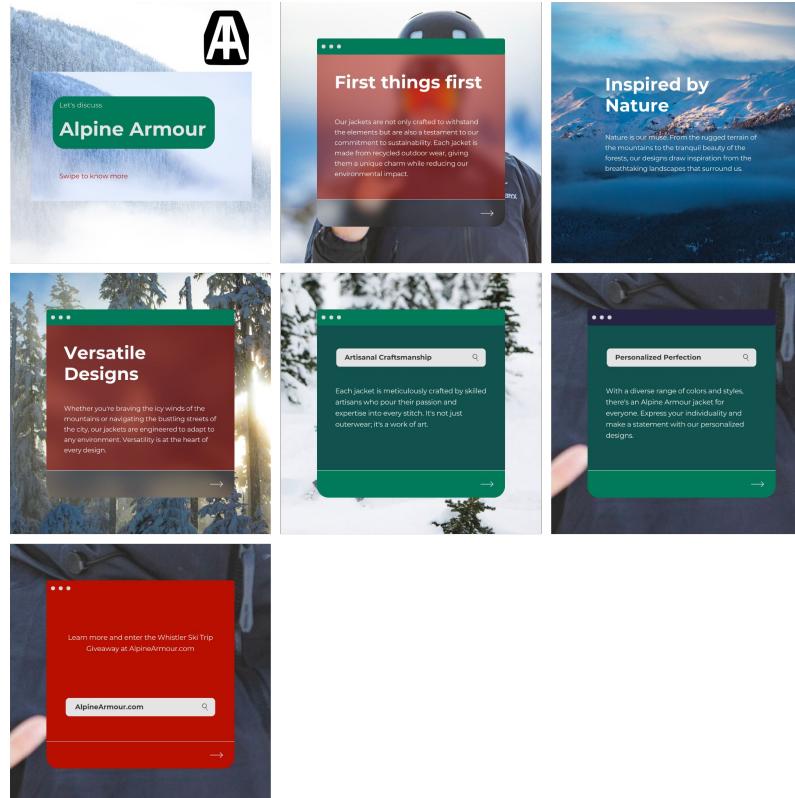
# Posters



# Instagram Post #1



# Instagram Post #1



# Instagram Post #2



Alpine Armour  
Whistler, BC

## Win an All-Expenses Paid Ski Trip!

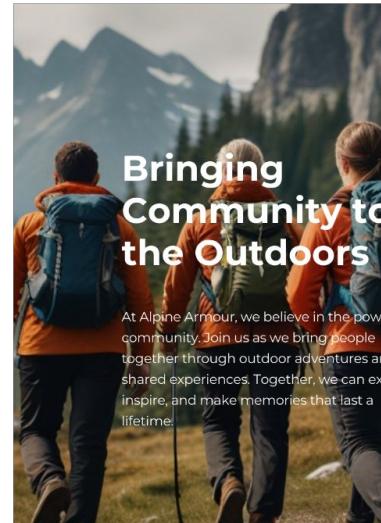
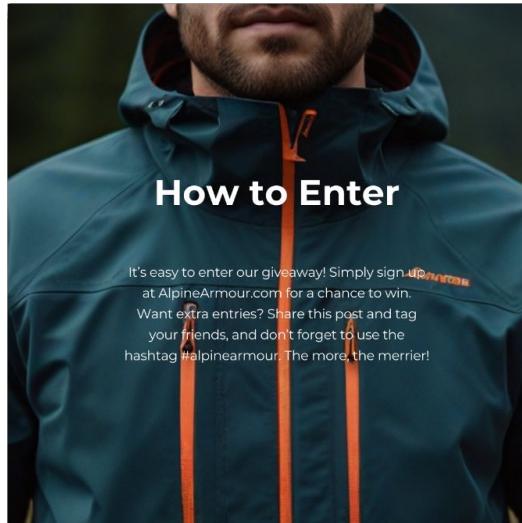


→

Escape to the snowy slopes of Whistler with Alpine Armour! Enter for a chance to win an unforgettable ski trip from January 17-20, 2025. Visit [AlpineArmour.com](#) to sign up and join the adventure. Don't miss out!

Heart Comment Share Bookmarks

Alpine Armour Check out the Alta Jacket on sale now at [AlpineArmour.com](#)! You will receive one entry to the giveaway with your purchase...



# Instagram Post #2

Win an All-Expenses Paid Ski Trip!



Escape to the snowy slopes of Whistler with Alpine Armour! Enter for a chance to win an unforgettable ski trip from January 17-20, 2025. Visit [AlpineArmour.com](#) to sign up for the adventure. Don't miss out!

How to Enter

It's easy to enter our giveaway! Simply sign up at [AlpineArmour.com](#) for a chance to win. Want extra entries? Share this post and tag your friends, then comment below with the hashtag [#alpinearmour](#). The more, the merrier!

Bringing Community to the Outdoors

At Alpine Armour, we believe in the power of community. Join us as we bring people together through outdoor adventures and shared experiences. Together, we can explore, inspire, and make memories that last a lifetime.

"Alpine Armour brought community to the outdoors."

- This person



Explore with Us

Ready to embark on your next adventure? Whether you're hitting the slopes or exploring the trails, Alpine Armour has got you covered. Check out our website for tips and tricks to make memories together.



Gear Up in Style

Check out our latest jacket designs, crafted with style and functionality in mind. From vibrant colors to sleek silhouettes, there's a jacket for every adventure.

Share and Tag



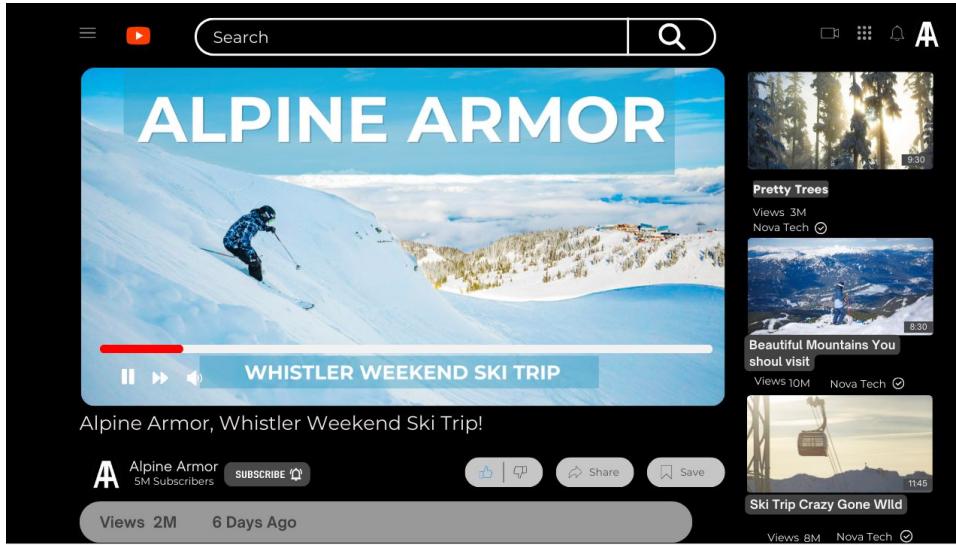
Check out our latest jacket designs, crafted with style and functionality in mind. From vibrant colors to sleek silhouettes, there's a jacket for every adventure.

Don't Miss Out

Time is running out! Visit [AlpineArmour.com](#) now to enter the giveaway and secure your chance to win an all-expenses paid ski trip to Whistler. Adventure awaits!

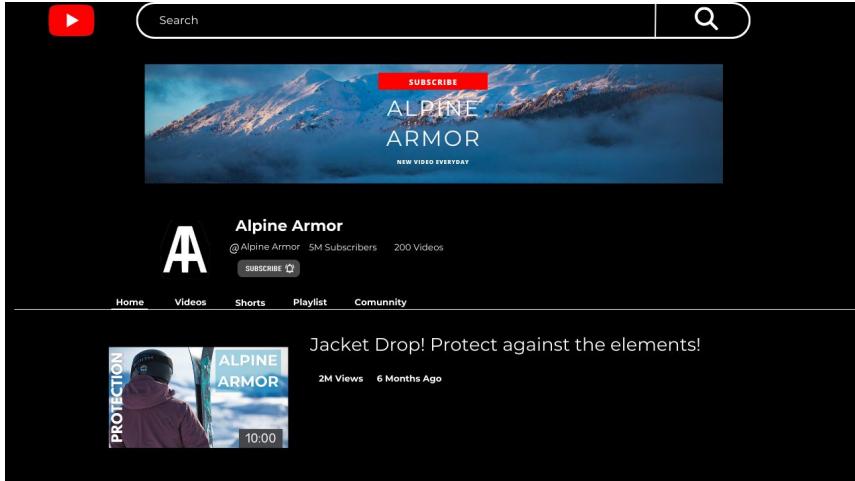
Link to Giveaway: [AlpineArmour.com](#)

# Youtube Mock ups



- Youtube Channel showcasing all of our events.
- Solidifies our brand with sports and outdoor activities.
- Great exposure for those who join us.
- Provides a platform for consumers.

# Youtube Mock ups



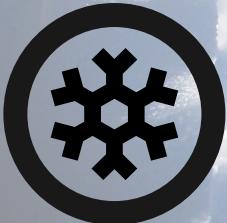
- Youtube Channel showcases all of our business ventures
- Keeps our community updated with our latest clothing brand drop.
- That feeling of adventure is felt throughout our brand.
- Tons of impressions.

# Youtube Mock ups

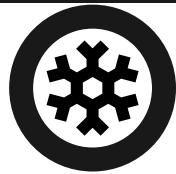


A

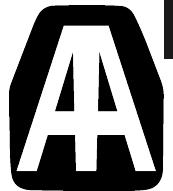
# Website wireframes



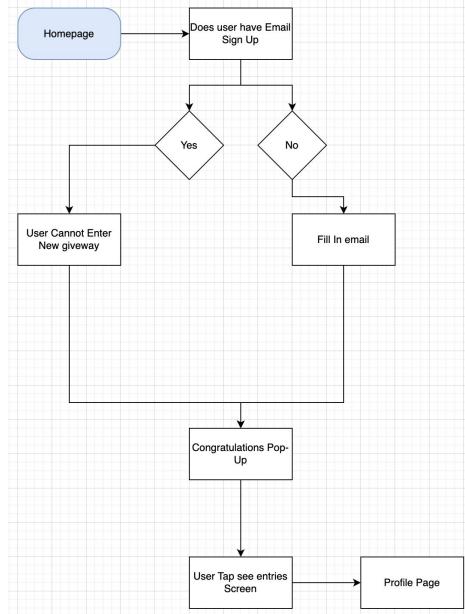
[Link to Figma](#)



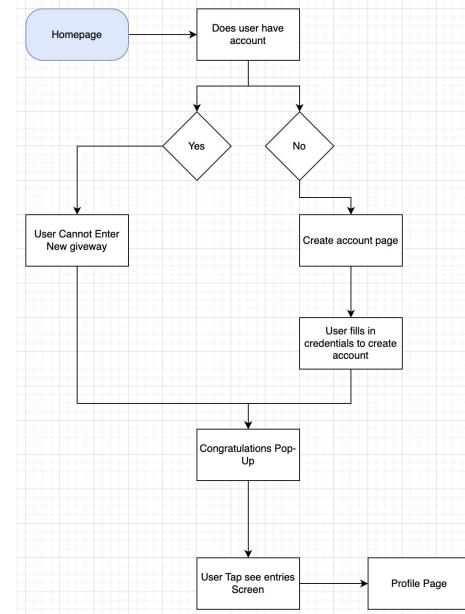
# Website User Flows



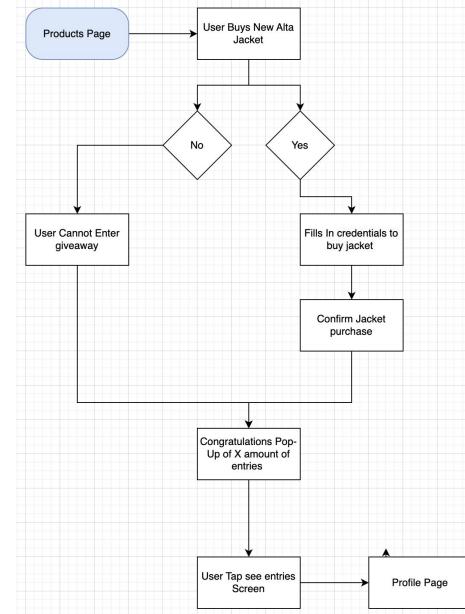
## 1



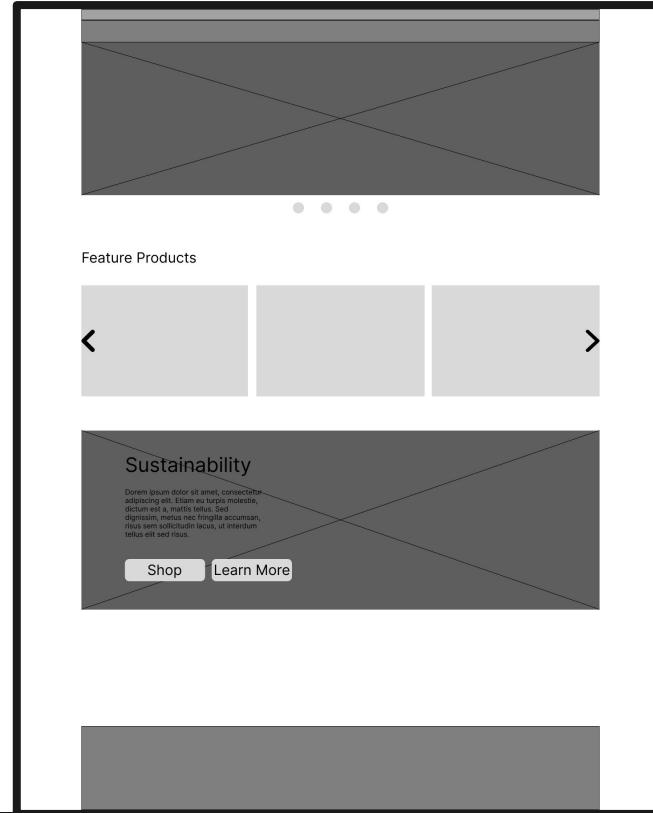
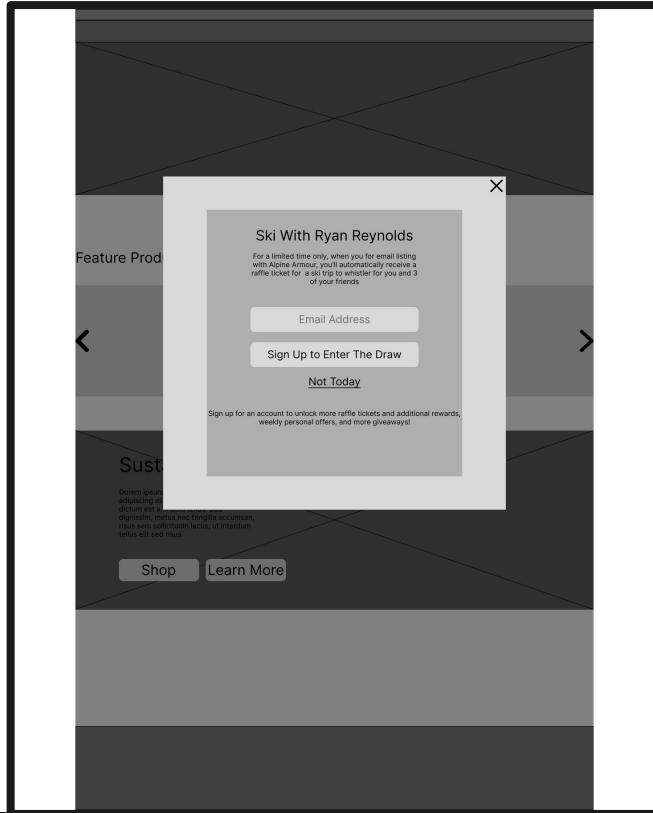
## 2



## 3



# Wireframes - Home + Popup



# Final Mockups

Limited Time Offer - Sign Up For An Account and Receive An Entry To Our Whistler Ski Trip With Ryan Reynolds [Shop](#)

PURCHASE THE NEW ALTA JACKET FOR A CHANCE TO WIN A WEEKEND SKI TRIP TO WHISTLER!

Ski With Ryan Reynolds

For a limited time only, when you sign up for email listing with Alpine Armour, you'll automatically receive a raffle ticket for a ski trip to Whistler for you and 3 of your friends.

Email Address

Sign Up To Enter The Draw [Not Today](#)

Sign up for an account to unlock more raffle tickets and additional rewards, weekly personal offers, and more giveaways!

Feature Products

Helio Pack Alta Jacket Over-Watch Poles

Sustainability

Alpine Armour is taking a sustainable approach by crafting their jackets from recycled materials, particularly old jackets. By upcycling these garments, they are reducing waste and minimizing their environmental footprint. This commitment to sustainability aligns with their mission to provide quality outdoor gear while prioritizing Eco-conscious practices.

Shop Learn More

Never Stop Caring

Limited Time Offer - Sign Up For An Account and Receive An Entry To Our Whistler Ski Trip With Ryan Reynolds [Shop](#)

PURCHASE THE NEW ALTA JACKET FOR A CHANCE TO WIN A WEEKEND SKI TRIP TO WHISTLER!

Mens Womens Tops Bottoms Backs Accessories

Feature Products

Helio Pack Alta Jacket Over-Watch Poles

Sustainability

Alpine Armour is taking a sustainable approach by crafting their jackets from recycled materials, particularly old jackets. By upcycling these garments, they are reducing waste and minimizing their environmental footprint. This commitment to sustainability aligns with their mission to provide quality outdoor gear while prioritizing Eco-conscious practices.

Shop Learn More

Never Stop Caring

About Contact FAQs Shipping Info Order Tracking Terms & Conditions Return & Exchange Policy Cookie Policy Join Our Newsletter for exclusive discounts Email Address  Ok

Home Page - No Pop Up



Home Page



Home Page Pop-Up



Home Page Signed



Home Page Signed



Home Page Account Sign...



Account Sign Up Page



Account Sign Up Page - ...



Account Sign Up Page - ...



Cart page



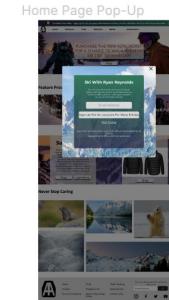
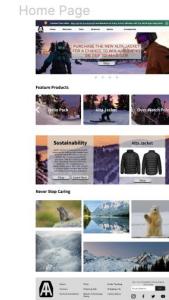
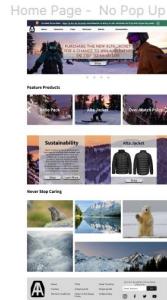
Cart Checkout



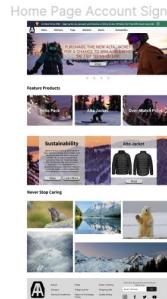
Cart Checkout



1



2



3



A

# Demo Website Wireframes



[Link to Figma](#)

# 05

# Campaign User Flow



# A

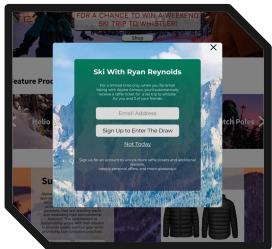
# Campaign User Flow



## LEVEL 1

**Instagram/Posters/Youtube**

*Driving traffic to website*



## LEVEL 2

**Website to Enter Giveaway**

*Collecting email addresses*



## LEVEL 3

**Confirmation Email/Recap Video**

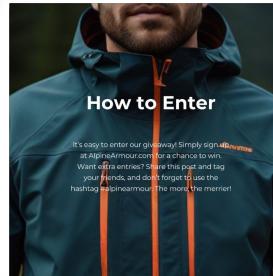
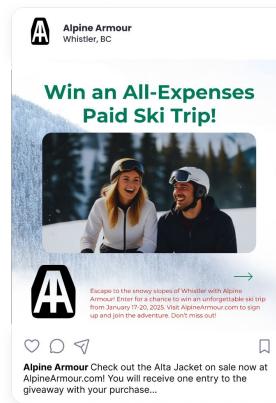
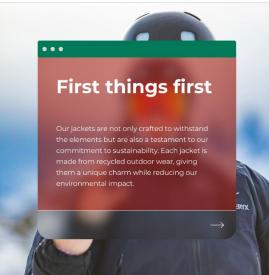
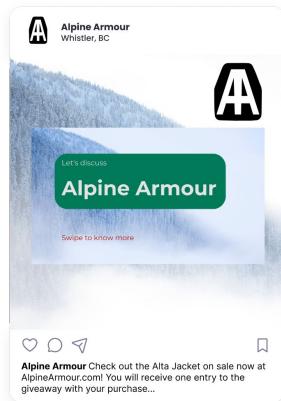
*Increasing brand awareness and reach*



# Campaign User Flow

## LEVEL 1 - Instagram Posts

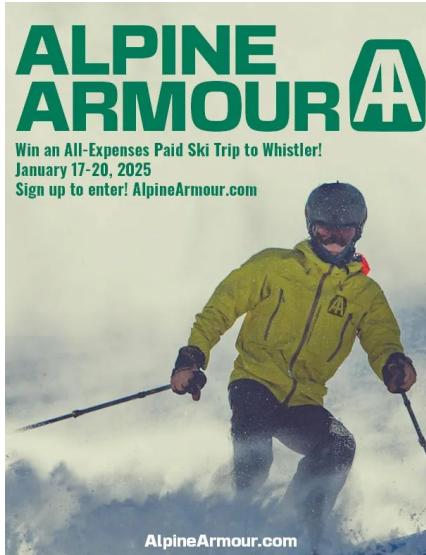
Users will find these posts organically by receiving shares, on the explore page and through Instagram's recommendation algorithm. These posts will **direct users to the Alpine Armour website**.



# Campaign User Flow

## LEVEL 1 - Posters

These posters will be in both **physical and digital formats** allowing for increased reach. Each poster will direct users to AlpineArmour.com to sign up for the giveaway.



# Campaign User Flow

## LEVEL 1 - Youtube Channel

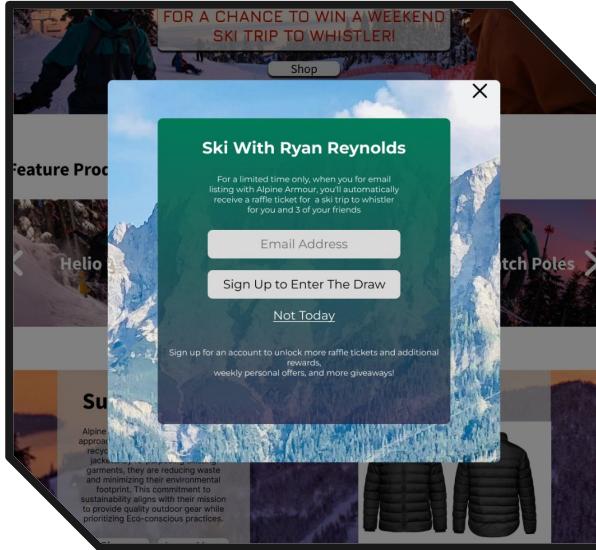
The Alpine Armour Youtube Channel will act as a platform to **attract new audience members**. This Youtube video will promote the giveaway and jacket. The first thing in the **video's description** is a **link to AlpineArmour.com** where users can sign up for the giveaway.

The image shows a composite of two screens. On the left is a video thumbnail featuring a person in a purple jacket and helmet standing next to a snowboard, with the text "ALPINE ARMOR" overlaid. On the right is a full YouTube channel interface for "Alpine Armor". The channel has 5M subscribers. A video titled "WHISTLER WEEKEND SKI TRIP" is playing, showing a skier on a slope. Below the video, the description reads "Alpine Armor, Whistler Weekend Ski Trip!". The channel sidebar shows other videos like "Pretty Trees", "Beautiful Mountains You shoul visit", and "Ski Trip Crazy Gone Wild". A large downward arrow is positioned to the right of the channel interface.

# Campaign User Flow

## LEVEL 2 - Website

Once users are on the website, they will be prompted with an email signup popup box. This popup allows the user to create an account or use their existing account to enter into the giveaway.



# Campaign User Flow

## LEVEL 2 - Jacket Purchase

When a user purchases a jacket during the giveaway period, they will be entered into the giveaway automatically at the time of purchase. These three screens show this purchase process - left to right:

Limited Time Offer - Sign Up for An Account and Receive an Entry to Our Whistler Ski Trip With Ryan Reynolds

Mens Womens Tops Bottoms Backs Accessories

Your Cart

Alta Jacket  
Small - Unisex

Quantity: 1

Price: \$1,239.99 Total: \$1,239.99

Each jacket's colour design is unique as their materials are sourced from recycled outdoor wear.

Delivery:  
 Free Shipping  
 In-Store Pickup

Subtotal: \$1,239.99  
Delivery Fee: \$0.00  
Sales Tax (5%): \$62.95  
Estimated Total: \$1,301.98

Enter Promo Code  Apply

Continue Shopping Checkout

About Contact FAQs Shipping Info Order Tracking  
Terms & Conditions Return & Exchange Policy Cookie Policy  
Join Our Newsletter for exclusive discounts Email Address  Ok

Limited Time Offer - Sign Up for An Account and Receive an Entry to Our Whistler Ski Trip With Ryan Reynolds

Mens Womens Tops Bottoms Backs Accessories

Checkout

Alta Jacket  
Small - Unisex

Each jacket's colour design is unique as their materials are sourced from recycled outdoor wear.

Delivery:  
 Free Shipping  
 In-Store Pickup

Subtotal: \$1,239.99  
Delivery Fee: \$0.00  
Sales Tax (5%): \$62.95  
Estimated Total: \$1,301.98

Shipping	Billing	Payment Method
Sean Thompson 555 Cedar Road, Squamish, BC V8E 8H3 Canada Method: Free Shipping Shipping Estimate: 4-6 Days	Sean Thompson 555 Cedar Road, Squamish, BC V8E 8H3 Canada Phone: 604-555-9235	Credit Card: Visa Card #: ****5555 Amount Due: \$1,301.98

Confirm Purchase

About Contact FAQs Shipping Info Order Tracking  
Terms & Conditions Return & Exchange Policy Cookie Policy  
Join Our Newsletter for exclusive discounts Email Address  Ok

Thank You For Your Purchase!

You have been entered into the Whistler Ski Trip Giveaway Draw!

Check your email to redeem

Alta Jacket  
Small - Unisex

Each jacket's colour design is unique as their materials are sourced from recycled outdoor wear.

Total: \$1,301.98

Shipping	Billing	Payment Method
Sean Thompson 555 Cedar Road, Squamish, BC V8E 8H3 Canada Method: Free Shipping Shipping Estimate: 4-6 Days	Sean Thompson 555 Cedar Road, Squamish, BC V8E 8H3 Canada Phone: 604-555-9235	Credit Card: Visa Card #: ****5555 Amount Due: \$1,301.98

Continue Shopping

About Contact FAQs Shipping Info Order Tracking  
Terms & Conditions Return & Exchange Policy Cookie Policy  
Join Our Newsletter for exclusive discounts Email Address  Ok

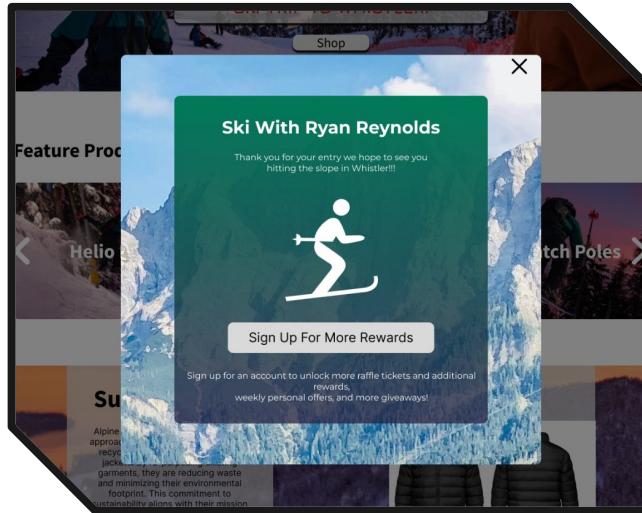
Whistler Alpine Armour  
We're giving away 100 trips to Whistler! Sign up to our newsletter for more details.



# Campaign User Flow

## LEVEL 3 - Email Confirmation

After a user has entered for the giveaway, they will receive a confirmation email with a entry reference number. If the user entered the giveaway by purchasing an Alta Jacket, the entry reference is included in the purchase confirmation.



# Campaign User Flow

## LEVEL 3 - Recap Youtube Video

Following the event, we will release a Youtube video to recap the event. This video will increase brand awareness as well as move users down the marketing funnel to get them interested in future giveaways and products.



# Campaign User Flow



## LEVEL 1

### Instagram/Posters/Youtube

*Driving traffic to website*



## LEVEL 2

### Website to Enter Giveaway

*Collecting email addresses*



## LEVEL 3

### Confirmation Email/Recap Video

*Increasing brand awareness and reach*



# ALPINE ARMOUR

SKI TRIP GIVEAWAY EVENT  
2025



Thomas, Sami, Brandon, Jake, Jayden