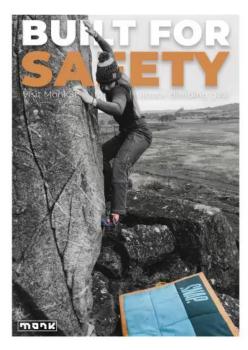
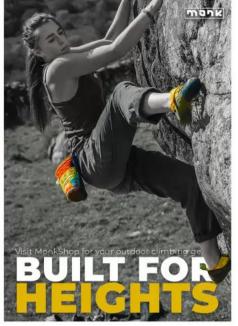
LONGEVITY

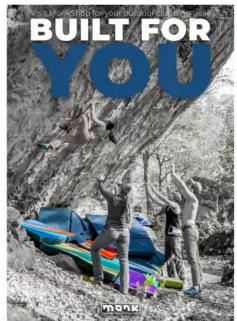
BUILT FOR YOU

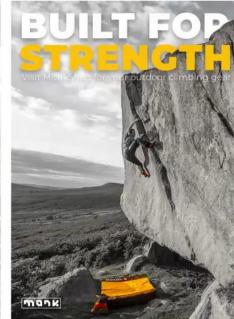
HEIGHTS

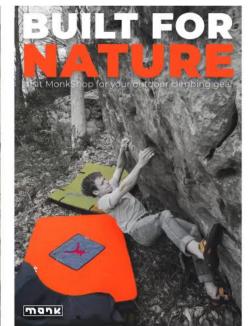
STRENGTH







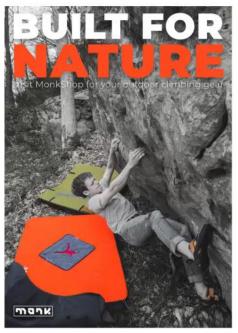


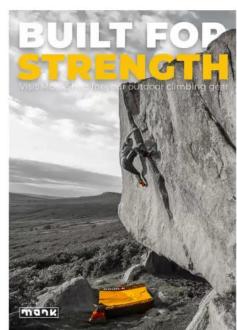


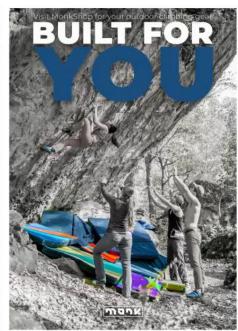


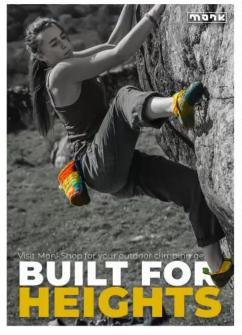


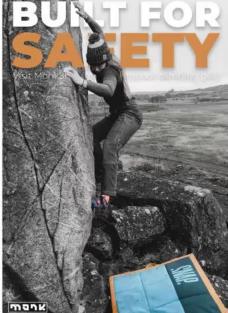




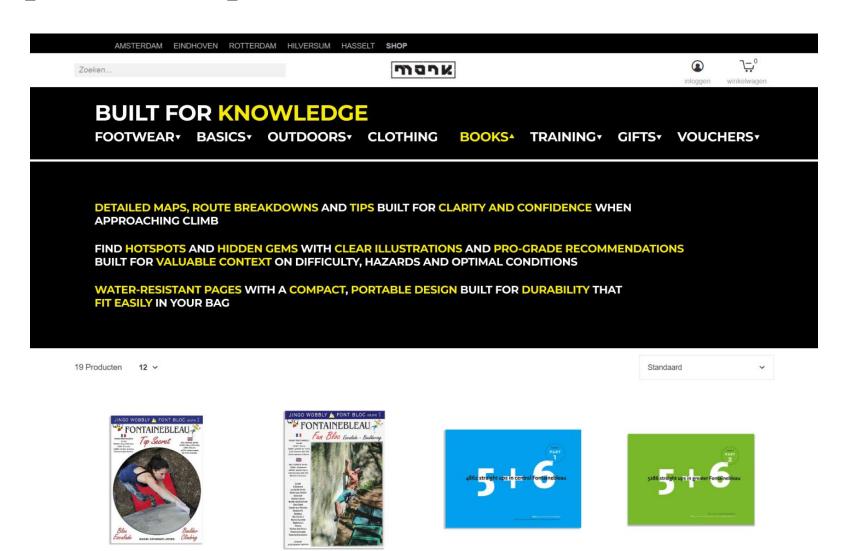








Webshop Concept

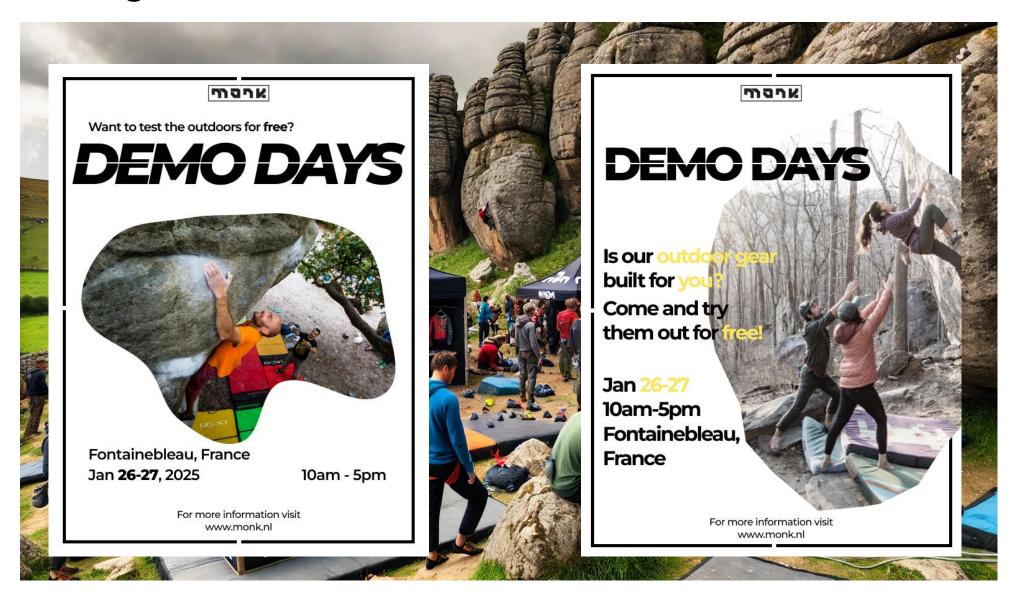


Fontainebleau Top Secret €40,90 Fontainebleau Fun Bloc €40,90 5+6 part 1 - 4862 Straight Ups In Central Fontainebleau

5+6 part 2 - 5286 Straight Ups In Greater Fontainebleau



Demo Days





Customer Journey

The journey map shows five phases guiding customers from **Awareness** to **Loyalty** through Monk's Demo Days.

Customer Journey Map for Monk Consideration Decision Service Loyalty Awareness Phase #1 Phase #2 Phase #3 Phase #4 Phase #5 Customer Action Customer Action Customer Action Customer Action Customer Action Engages more deeply with Purchases gear on monk Notices Monk gym's social Makes the decision to attend Attends Demo Days, tests shop, possibly shares media posts and flyers about Demo Days content on Demo Days after seeing the the gear, and gets experiences or photos from the upcoming Demo Days social media and considers continued buildup and personalized advice from Demo Days on social media. the potential benefits of reminders. staff and experts. stavs connected with Monk attending. for future events. Touchpoints Touchpoints Touchpoints Touchpoints Touchpoints Flyers in the gym, Instagram Stories or TikTok Thank-you email with a confirmation email. Monk Demo stations, QR codes on Instagram and TikTok videos showcasing gear personalized follow-up, shop website for event products for easy access to previews, email newsletters discount code for future details. Instagram Stories online product details, staff with more details, targeted purchases, social media reminder assistance at each station. posts leading up to the follow-ups on Instagram and **Emotions** Emotions Emotions Emotions Emotions Could feel overwhelmed by Interested but hesitant Intrigued and considering Excited but perhaps nervous Satisfied valued and about the value of attendance. about what to expect or how the options or uncertain connected to the Monk attending to navigate the event about which gear is best Boulder community. suited to their needs Pain Points Pain Points Pain Points Pain Points Pain Points Unsure if the event is Might feel uncertain about Unsure about what to Could feel overwhelmed by May forget the specific gear which products to focus on worth attending; may they enjoyed or need more expect at the event or which the options or uncertain or how much they'll benefit not understand the information on products products to prioritize about which gear is best from attending. benefits of testing post-event. suited to their needs. outdoor gear. Solutions Solutions Solutions Solutions Solutions Send a personalized follow-Share success stories and Provide an attendee "Demo Offer a guided experience Highlight the exclusive up with product with personalized advice video content that show Day Guide" at the back of opportunity to test recommendations based on climbers testing Monk gear. the flyer or in the instagram from staff, ensuring gear and get advice what they tested and an demonstrating how the customers feel supported in post with tips for navigating from experts; event can help them find the event. making choices. QR codes easy link to purchase. emphasize the theme gear that's a great match for can also link to additional Include a small discount or "Built for You' information or tutorials on incentive for sharing their how to use the gear. experience on social media.



TikTok Concepts

Concept 1: This concept will target climbers interested in bouldering gear, offering quick insights into essential equipment.

Concept 2: The interviewer asks climbers quick questions in the form of a quiz about outdoor bouldering.







Questions?

