

STRENGTH  
LONGEVITY

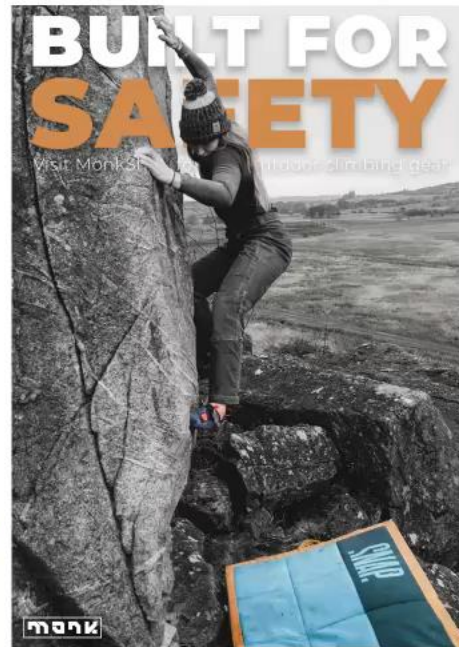
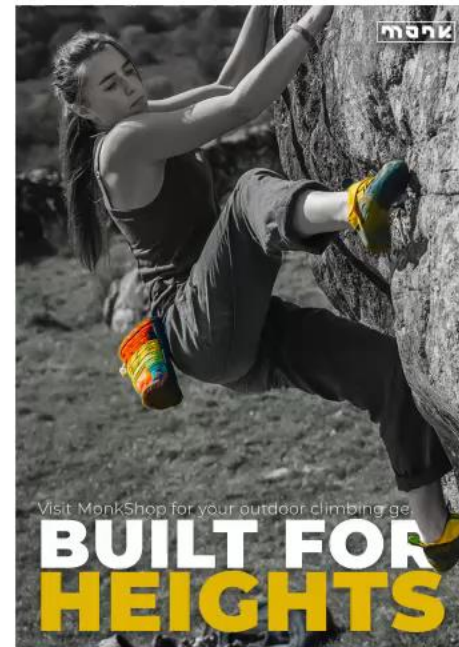
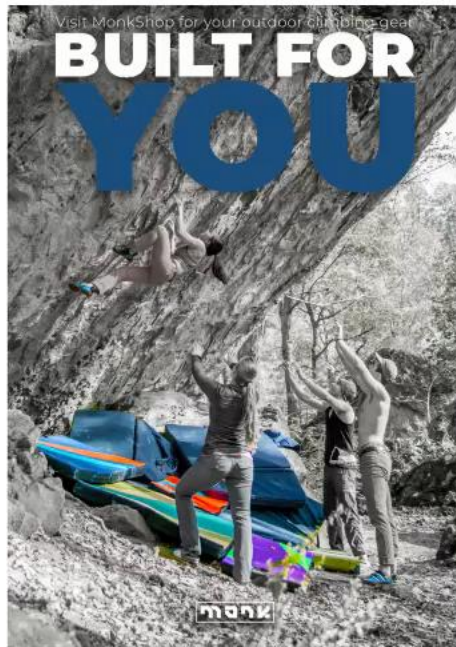
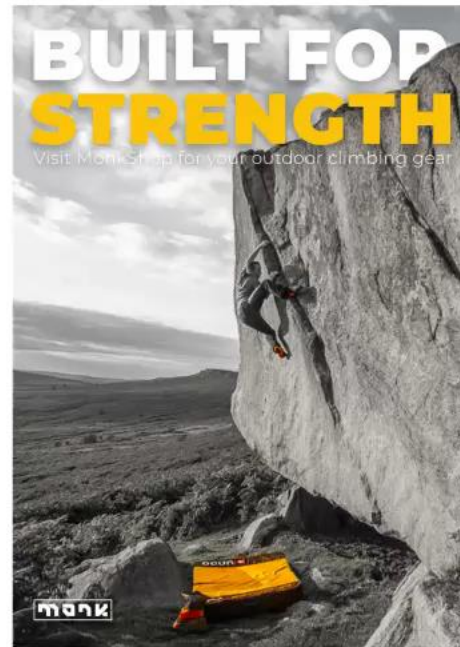
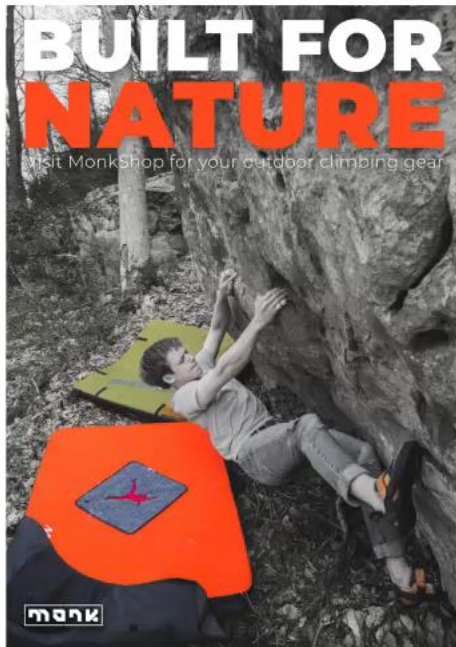
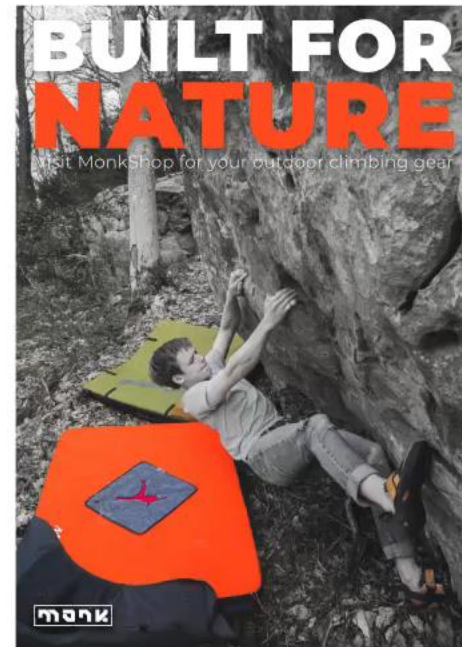
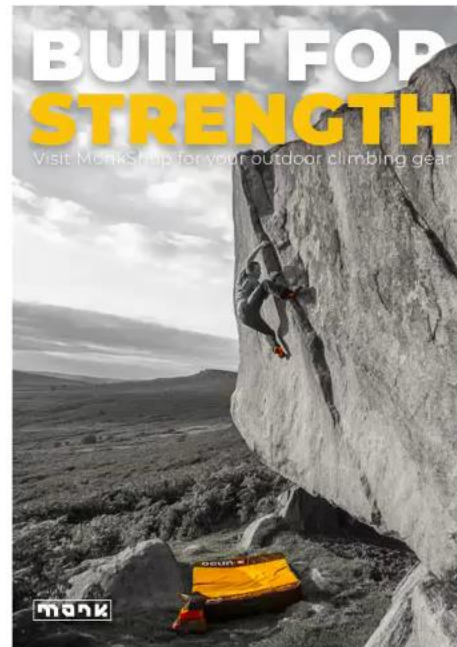
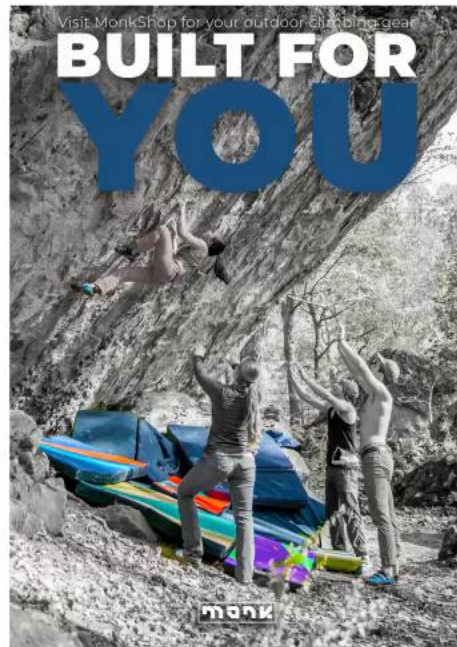
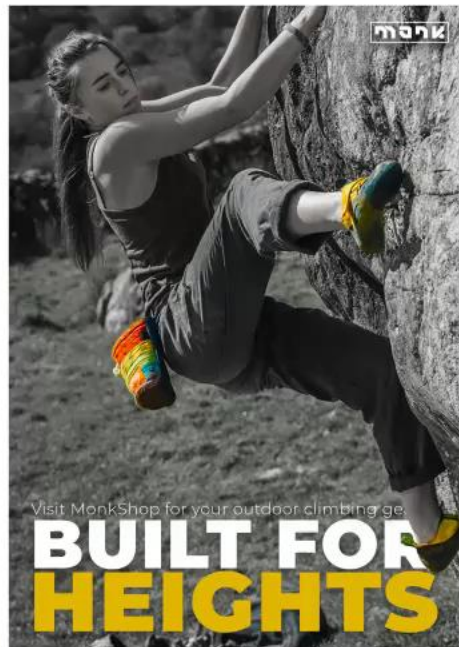
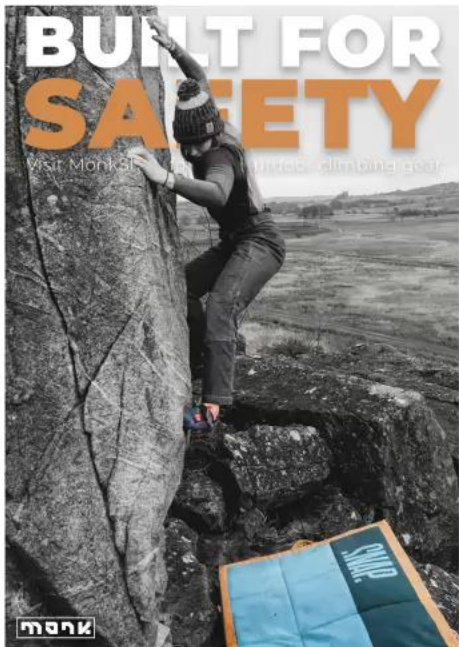
SAFETY

**BUILT FOR** YOU

HEIGHTS

STRENGTH  
SAFETY











# Webshop Concept

AMSTERDAM EINDHOVEN ROTTERDAM HILVERSUM HASSELT SHOP

Zoeken...

mark

inloggen

winkelwagen

BUILT FOR KNOWLEDGE

FOOTWEAR▾ BASICS▾ OUTDOORS▾ CLOTHING BOOKS▲ TRAINING▾ GIFTS▾ VOUCHERS▾


DETAILED MAPS, ROUTE BREAKDOWNS AND TIPS BUILT FOR CLARITY AND CONFIDENCE WHEN APPROACHING CLIMB

FIND HOTSPOTS AND HIDDEN GEMS WITH CLEAR ILLUSTRATIONS AND PRO-GRADE RECOMMENDATIONS BUILT FOR VALUABLE CONTEXT ON DIFFICULTY, HAZARDS AND OPTIMAL CONDITIONS

WATER-RESISTANT PAGES WITH A COMPACT, PORTABLE DESIGN BUILT FOR DURABILITY THAT FIT EASILY IN YOUR BAG


19 Producten 12 ▾

Standaard ▾



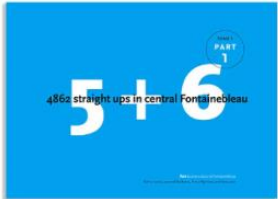
Fontainebleau Top Secret

€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



Want to test the outdoors for free?

## DEMO DAYS



Fontainebleau, France  
Jan **26-27**, 2025

10am - 5pm

For more information visit  
[www.monk.nl](http://www.monk.nl)



## DEMO DAYS

Is our **outdoor gear** built for **you**?  
Come and try them out for **free!**

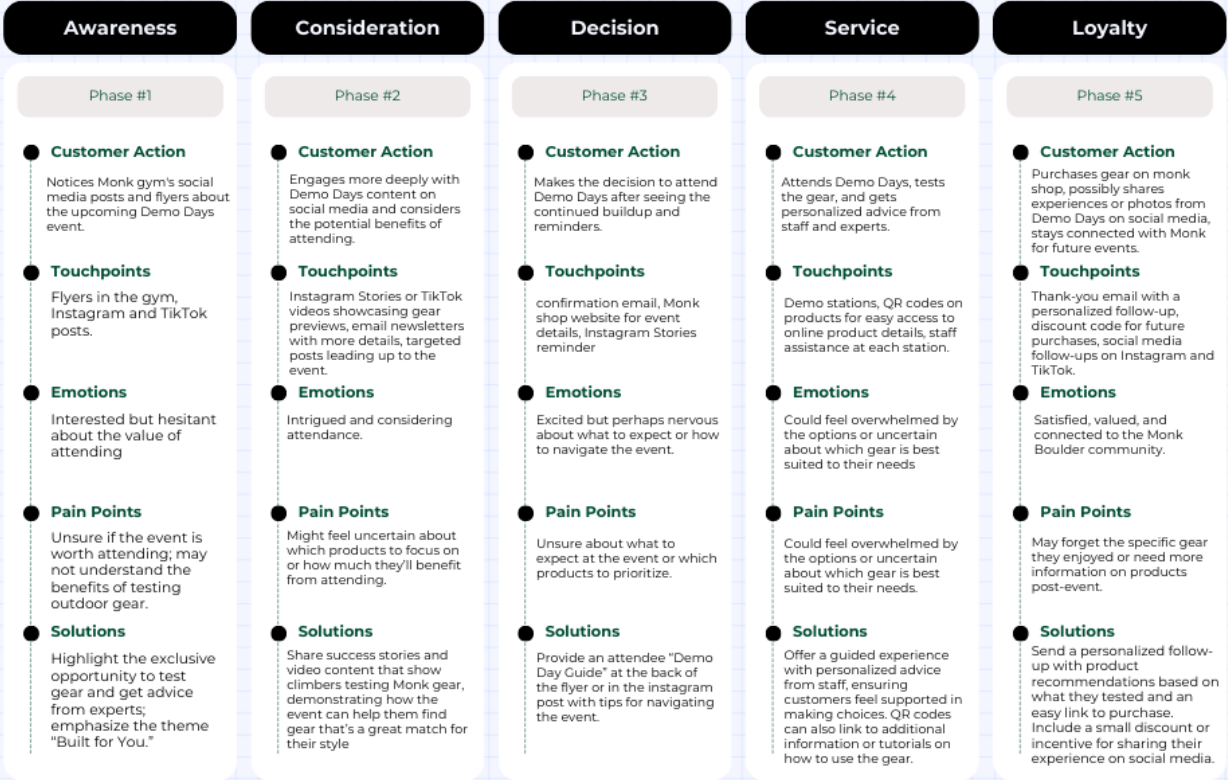
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For more information visit  
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# Customer Journey

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

## Customer Journey Map for Monk





# 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?