

Concept: Built for You.

Concept:

In this concept we want to bring the feeling of strong build gear for Monk climbers. We do this with different media which all convey the feeling of “Built for you” The “you” can be used in different ways. But it must connect to the feeling of quality build gear and outdoor climbing. Every output of this concept should give the viewer the feeling that MonkShop has high quality gear and is an expert in the field.



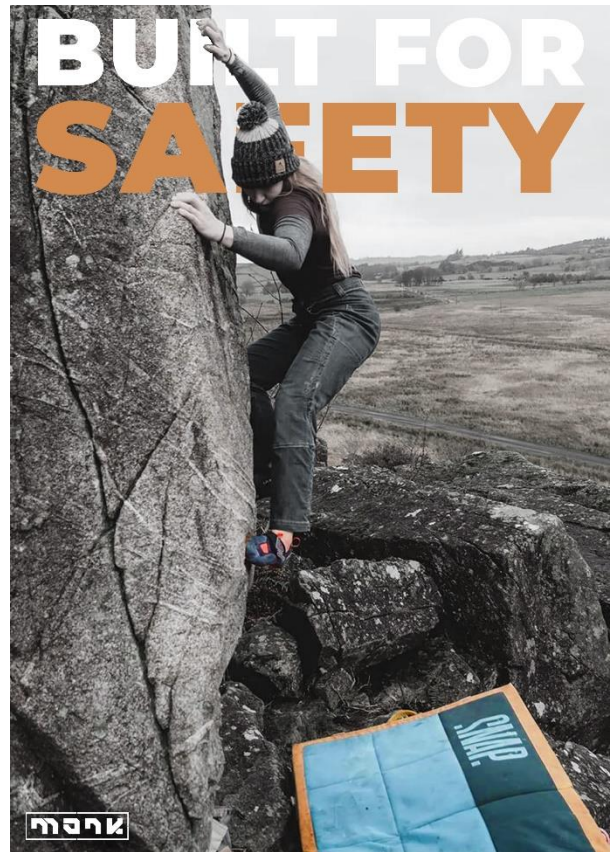
Newsletter

Add product specifics in poster

Customer journey

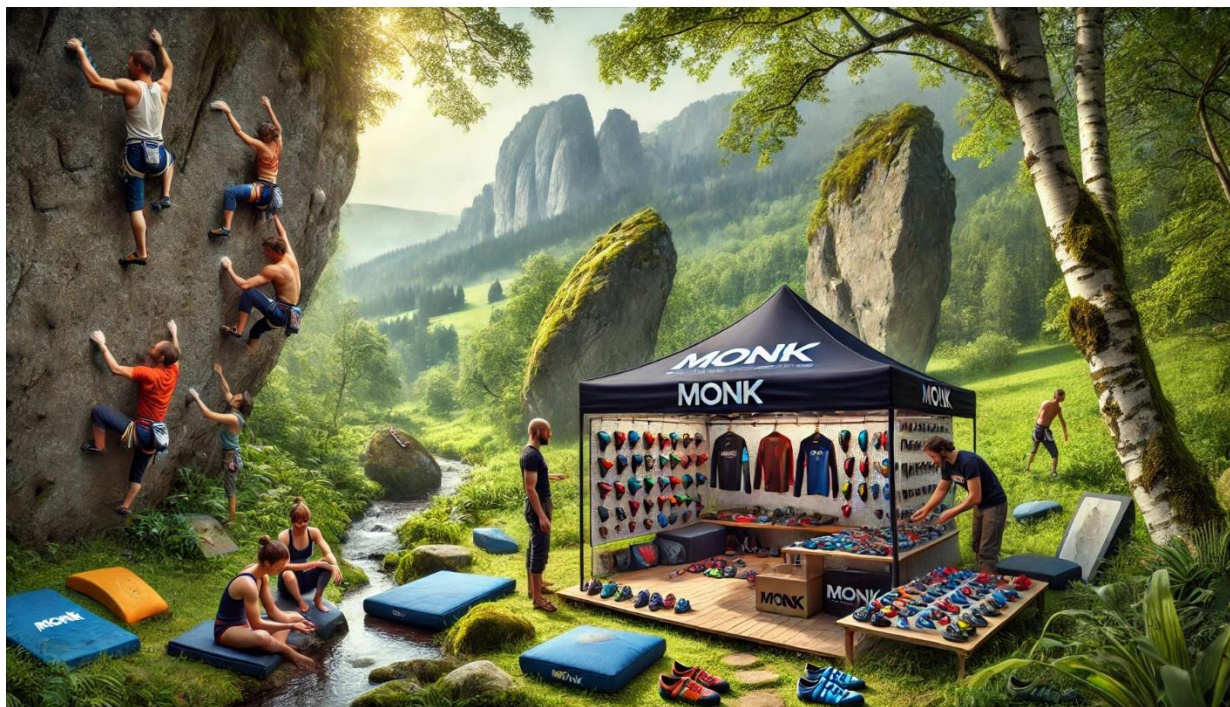
Posters:

We created posters which highlight the tagline further. In each poster a different word can be placed after the "Built for". In the posters we also highlighted the gear so we can empathize with it better.



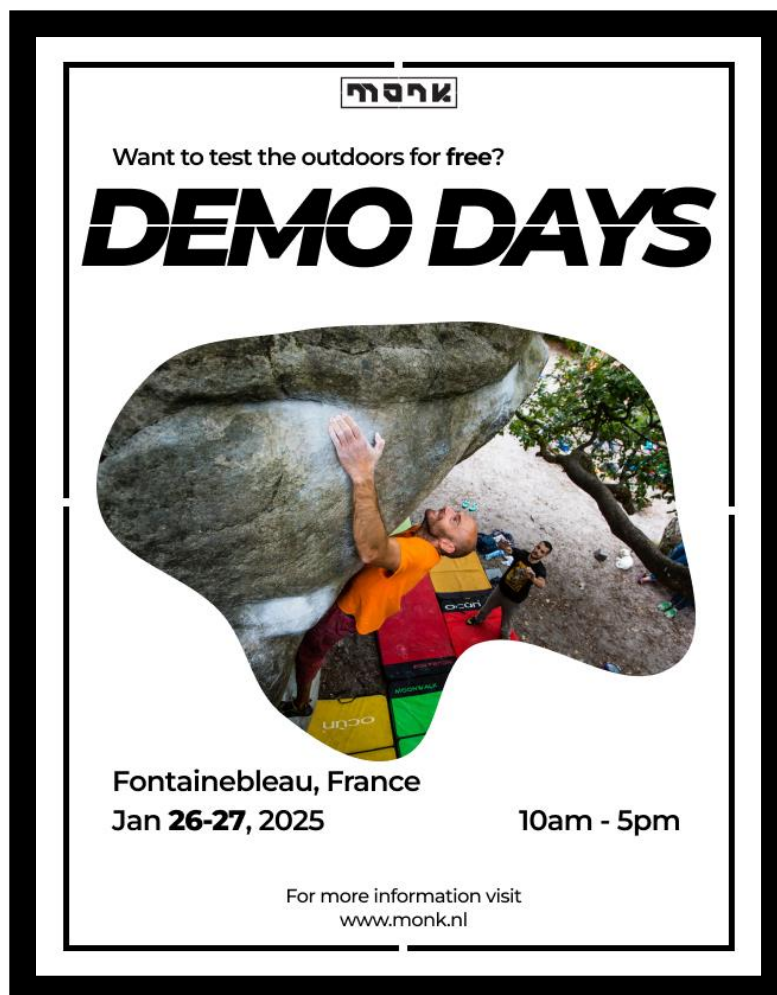
Demo Days:

The demo days concept where Monk hosts an outdoor event to have people come and test their gear for outdoor bouldering for free while also giving participants advice on the kind of gear to investigate if they want to continue with outdoor bouldering. These demo days are held a few times a year and would be in outdoor hotspots for bouldering, e.g. Fontainebleau in France. Demo days should be advertised at local Monk Boulder gyms, prioritizing in targeting Monk's current members who may have considered taking their bouldering adventures in the outdoors, and Monk's social media accounts, still prioritizing current members but could also get new people in on it. The goal is to prove Monkshop's outdoor gear is built for nature to their customers, which would encourage said customers to engage in outdoor bouldering with the right gear they will only get at Monkshop.



Demo Days Flyers:

To make climbers at Monk aware that Monk is going to have demo days we created flyers which can be found within the Monk gyms and socials.



TikTok Concepts:

We want to use TikTok to market MonkShops gear and knowledge through different concepts connected to the feeling “Built for”. The concepts are created with the idea to convey the feeling of knowledge and durability of the gear.

Concept 1:

Through a dynamic animation, we highlight the craftsmanship behind the gear - sustainable materials, precision-engineered features, and durability - illustrating why each piece is built to withstand difficult climbs while respecting the environment. Let the video speak to the climber’s appreciation for performance, reliability, and eco-consciousness.



Concept 2:

This concept will target climbers interested in bouldering gear, offering quick insights into essential equipment. Each item on-screen—such as climbing shoes, chalk bags, and crash pads—will be highlighted with a zoom effect, displaying its price and key specs to engage viewers. The close-ups make it easy for the audience to understand what other climbers are using, its cost, and its benefits for enhancing their climbing experience. A link to the Monk Shop will be accessible through the bio or directly via the sponsored video, driving traffic for those interested in exploring or purchasing featured products. This content aims to position the Monk Shop as a go-to resource for trusted, high-quality bouldering gear.



Concept 3:

The interviewer asks climbers quick questions in the form of a quiz about outdoor bouldering. If the answerer gets all the questions right (e.g. 3) he gets some equipment from the monk shop.

Example questions:

Q: “Why is it important to brush holds after climbing on outdoor boulders?”

A: Brushing removes chalk and rubber residue, keeping the rock natural and preserving holds for other climbers and future visits.

Q: “What’s the best way to minimize your impact on nature while bouldering?”

A: Stick to established trails, pack out all trash, avoid disturbing wildlife.

Q: “Why is it better to use crash pads over natural surfaces for protection when bouldering outdoors?”

A: Placing crash pads thoughtfully ensures we can climb safely without harming fragile plants or altering the landscape.