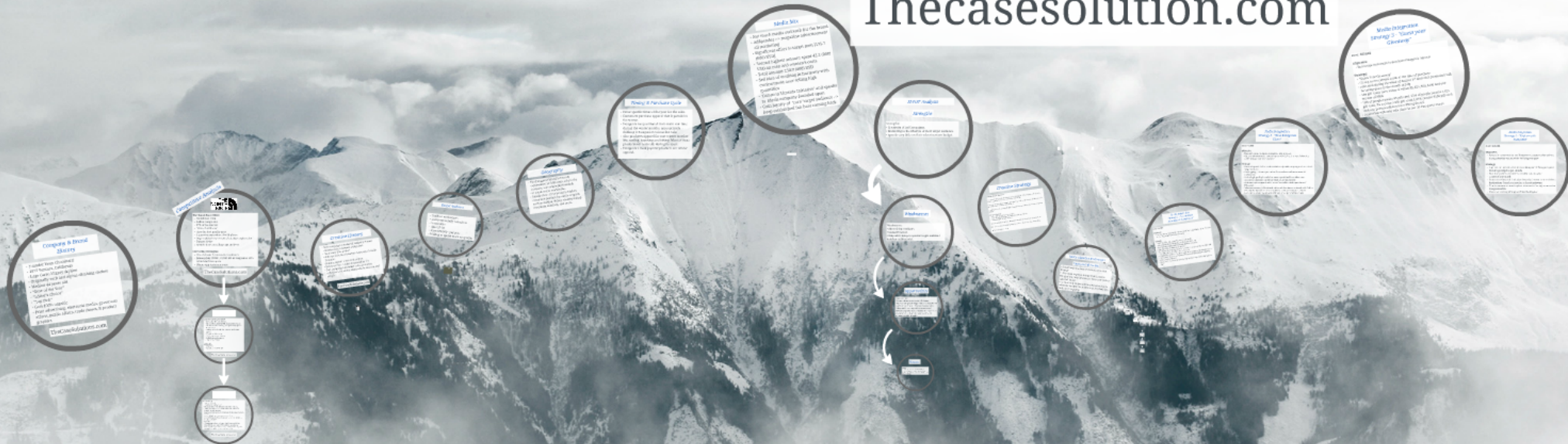


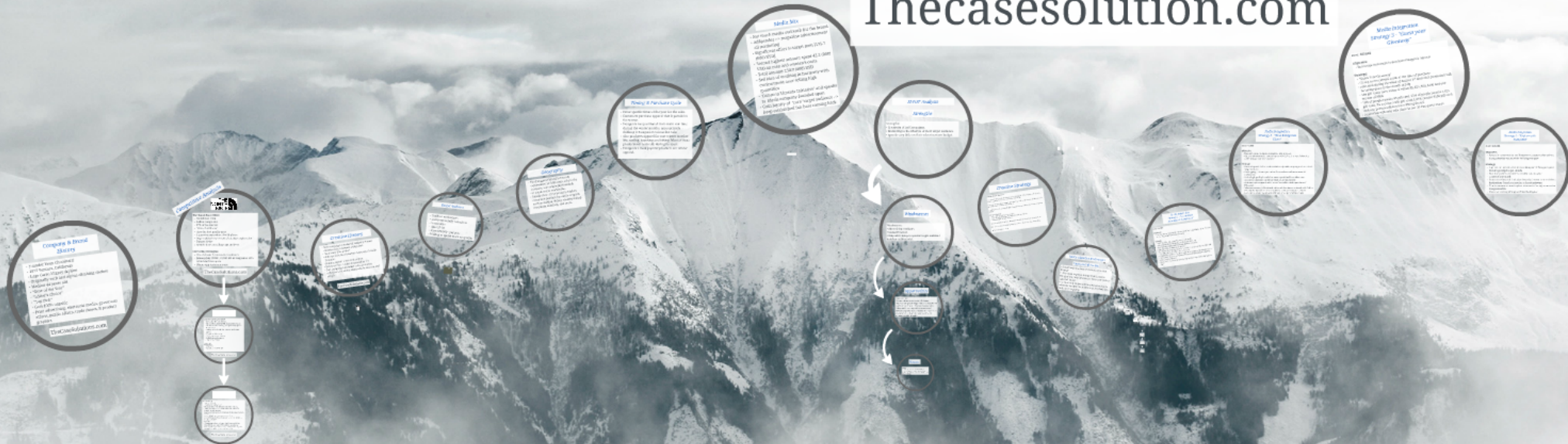
Patagonia (B)

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Patagonia (B)

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Company & Brand History

- Founder Yvon Chouinard
- 1973 Ventura, California
- Logo Cerro Fitzroy skyline
- Originally rock and alpine climbing clothes
- Median 44 years old
- “Gear of the Year”
- “Editor’s Choice”
- “Top Pick”
- Goal 100% organic
- Print advertising, electronic media, grassroots efforts, public affairs, trade shows, & product graphics

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Competitive Analysis



The North Face (1966)

- Established 1966
- Stiffest competitor
- 37% of the market
- “Nike of outdoors”
- Aims for best quality gear
- Support preservation of wild places
- Inspire global movement of outdoor exploration
- Targets 16-60+
- Brand’s focus on college age students

Marketing strategies:

- Mix of classic & innovative mediums
- January-July (2013), \$2,398,400 in magazines/30% cable television spots
- iPhone app texts near store

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Columbia Sportswear (1938)

- Close behind The North Face
- Apparel for activity-specific performance needs
- Athletes in America's Cup, the Special Olympics & the X Games
- Sydney and Salt Lake City summer and winter games
- \$72 billion global sales
- 13,000 retailers worldwide
- Publicly traded company
- 17% of the market

Media Mix

- Magazine
- Focuses on niche target

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Marmot (1974)

- 1974 in California
- Specializes in outdoor gear
- Hiking, climbing, skiing/snowboarding and camping
- Target audience aims at a wide range whom associate themselves with outdoors
- Lucked out lately with the recent spike in the outdoor apparel market
- Successful with investing in foreign markets
- In \$10 billion industry, Marmot owns 5% and 3% of the U.S. and global markets
- 23 stores
- 15 partnership stores in Russia, South Korea and China
- 2008-2012 spent a total of \$63,821,000 in advertising
- Most of media capital toward cable television and magazines
- \$60,000 from 2008 to 2012 on outdoor media

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Creative History

- 2013 campaign considered riskiest yet most effective advertisement campaigns
- “Don’t Buy This Jacket”
- Side advertisement stresses Common Threads Initiative
- Reduce, repair, reuse and recycle.
- Full year run --> sales increased by 1/3
- Past campaigns included outdoor scenes/ activities with clever slogans both satirical and simple

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DON'T BUY THIS JACKET

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COMMON THREADS INITIATIVE
Together we can reduce our environmental footprint.

TAKE THE PLEDGE