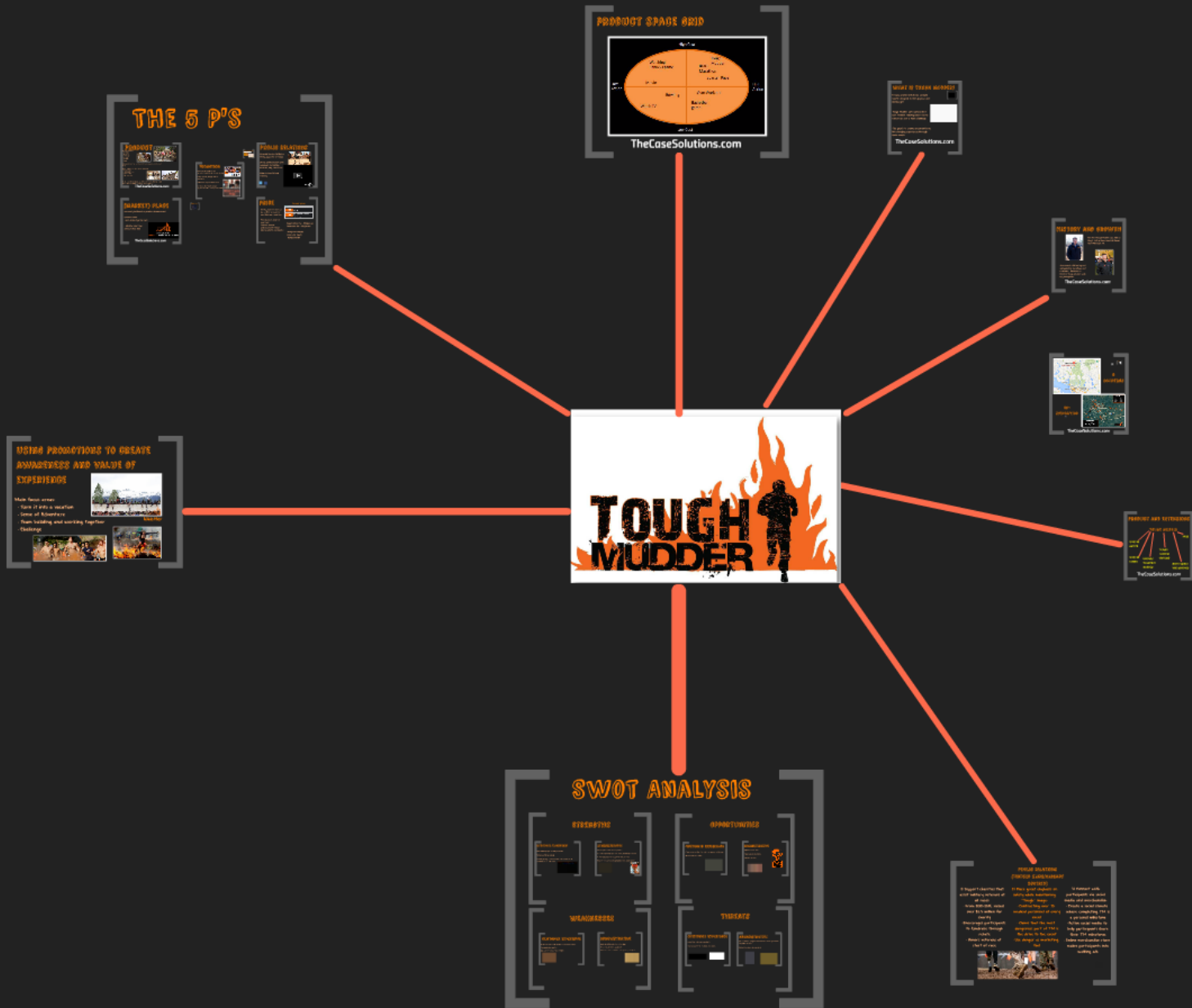


TOUGH MUDDER

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THE 5 P'S

PURPOSE

PRODUCTS

PLACES

PEOPLE

PERFORMANCE

PRODUCT SPACE GRID

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WHAT IS YOUR MESSAGE?

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MARKETS AND COMPETITORS

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USING PROMOTIONS TO CREATE ADVANTAGES AND VALUE OF EXPERIENCE

Make Your event:

- Start of year in location
- Year of Anniversary
- Team building and working together
- Challenge

TOUGH MUDDER

MARKETING MIX RETURNING

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SWOT ANALYSIS

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> Brand loyalty Experienced 	<ul style="list-style-type: none"> Market expansion Partnerships
WEAKNESSES	THREATS
<ul style="list-style-type: none"> Expensive to run Seasonal 	<ul style="list-style-type: none"> Market saturation Competition

TOUGH MUDDER PARTIAL LAUNCHPLAN

OBJECTIVE

By August 1st launch plan will achieve objective of 100% market penetration in the region.

STRATEGY

Market penetration strategy will be achieved by offering the Tough Mudder experience to a wider range of customers.

TACTICS

Market penetration strategy will be achieved by offering the Tough Mudder experience to a wider range of customers.

IMPLEMENTATION

Market penetration strategy will be achieved by offering the Tough Mudder experience to a wider range of customers.

EVALUATION

Market penetration strategy will be achieved by offering the Tough Mudder experience to a wider range of customers.

TOUGH MUDDER

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WHAT IS TOUGH MUDDER?

A team oriented 18-20 km obstacle course designed to test physical and mental grit



Tough Mudder puts camaraderie over finisher rankings and is not a timed race but a team challenge



The goal is to create unconventional, life-changing experiences through their events

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HISTORY AND GROWTH



The first Tough Mudder was held on May 2, 2010 at Bear Creek Ski Resort near Allentown, PA.



“Frustrated with boring and unimaginative marathons and triathlons”, Will Dean co-founded Tough Mudder with Guy Livingstone

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6
COUNTRIES

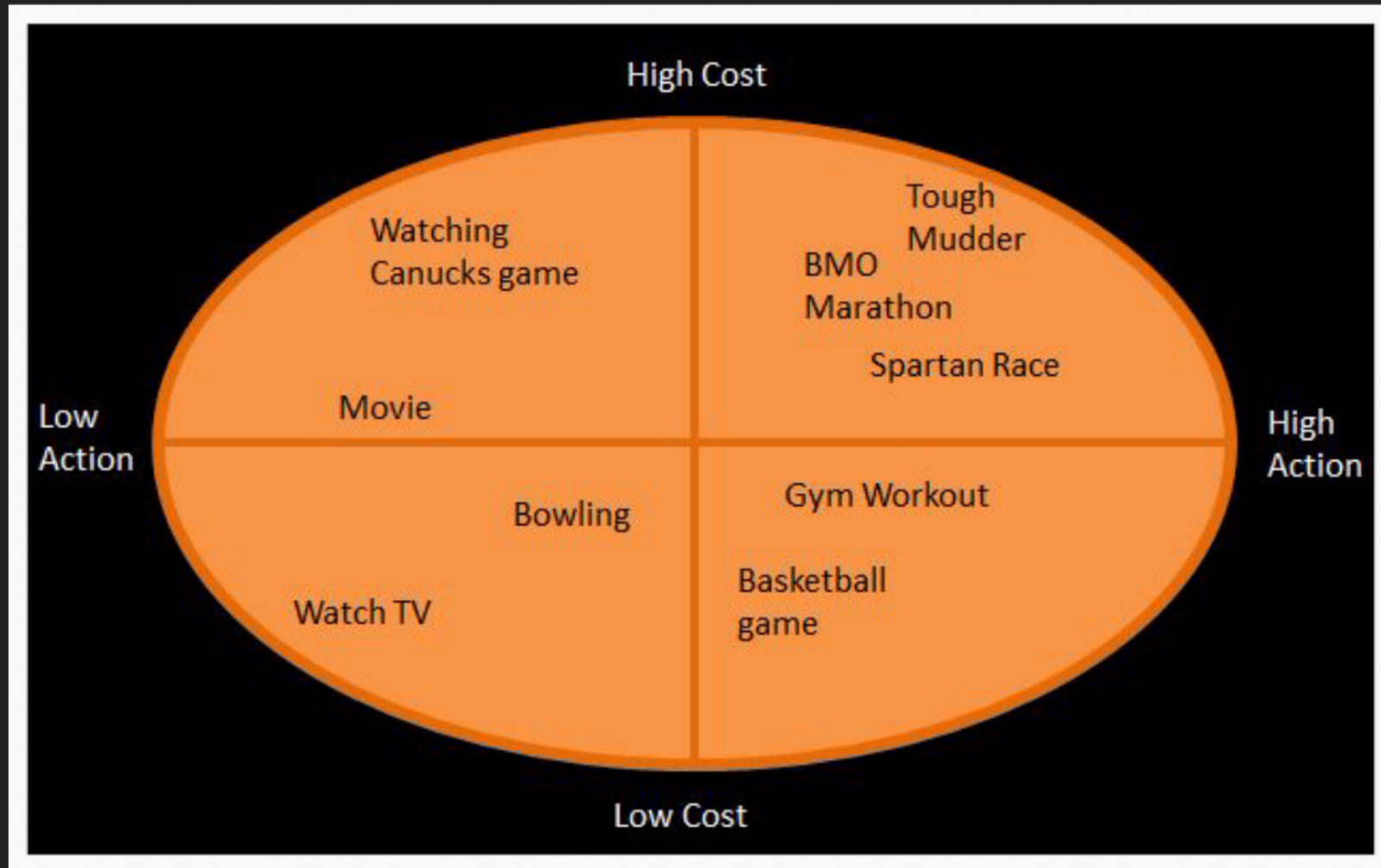
50+
EVENTS/YEAR

OBSTACLE LIST	
1. Kiss of Mud	11. Electric Kat
2. Arctic Enema	12. Cage-Crawl
3. Bomb Wheelbarrow	13. Cliffhanger
4. Warrior Carry	14. Hold Your Wood
5. Glory Blades	15. Walk the Plank
6. Log Jammer	16. Risk Generator
7. Trench Warfare	17. Funky Monkey
8. Firewater	18. Everest
9. Mud Mile	19. Berlin Walls
10. Ladder to Hell	20. Electroback Therapy

Tough Mudder
Whistler
June 22 - 23, 2013
Whistler Olympic park

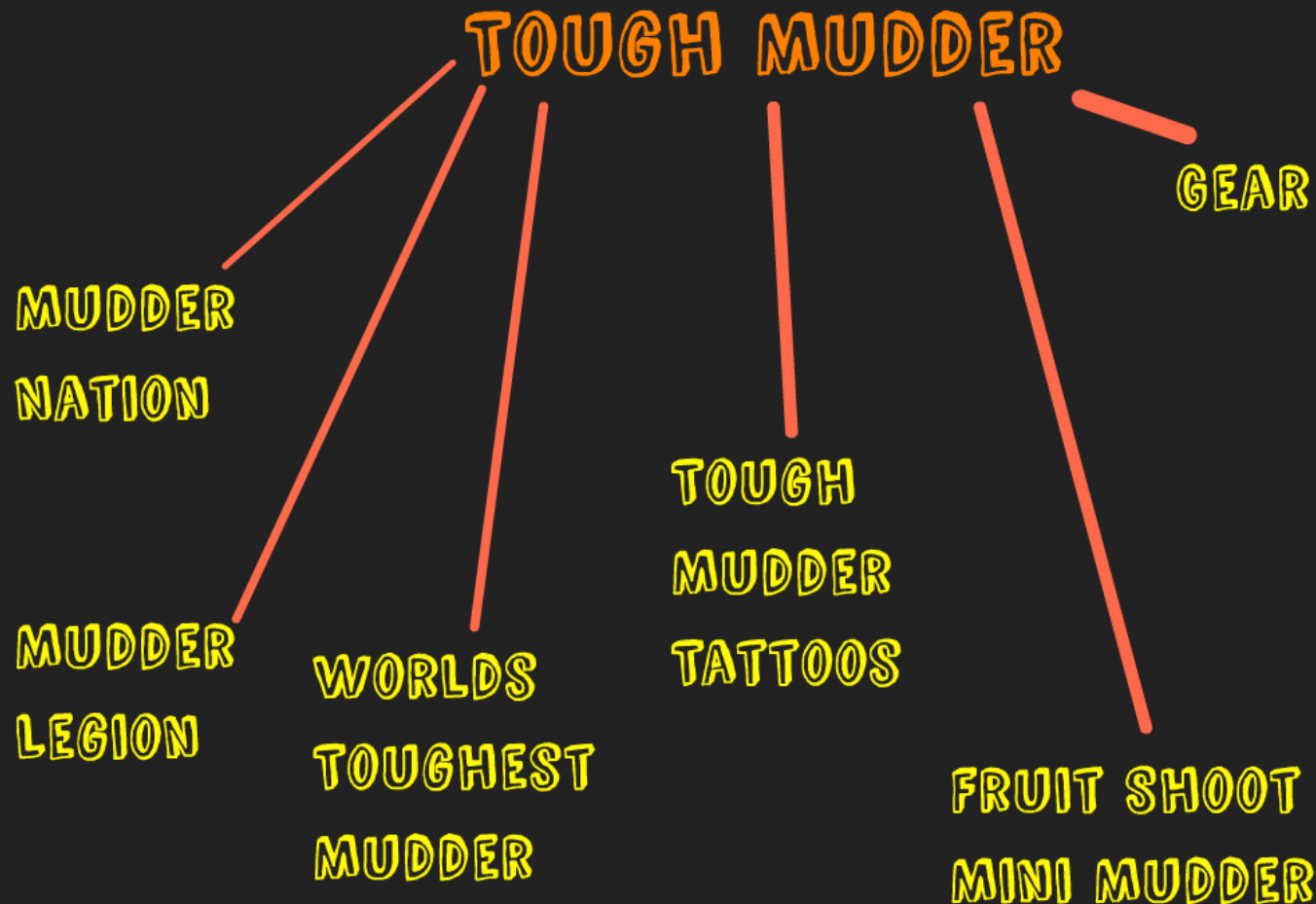
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PRODUCT SPACE GRID



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PRODUCT AND EXTENSIONS



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PRODUCT

Six different courses

- the Arena
- Backwoods
- Open Range
- Off-Road
- Mountain
- Muscle



Natural features of the land at each venue are incorporated into the course design.

Several "signature" obstacles at almost every event

- Arctic Enema
- Electroshock Therapy
- Funky Monkey
- Fire in your hole



In 2012, Tough Mudder founded an off-site "Obstacle Innovation Lab" in New Jersey, where the company designs and tests new obstacles

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(MARKET) PLACE

Currently Positioned as premier obstacle event

Premium rates

-over double Spartan race

- Whistler event has
sold out since 2012



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