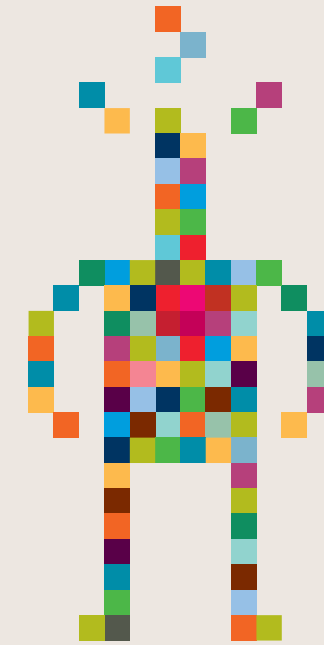


Smartwool®
Go far. Feel good.™



ELOISE TREISTER & OWEN BAUM

— ↗ ×

Recipients

What if Smartwool Reinvented the Way People Sleep Outdoors?

Hi Kelly,

We hope this email finds you well. Our names are Eloise Treister and Owen Baum and we are currently seniors studying strategic communications at CU Boulder. As part of a class project, we have been closely examining Smartwool's brand equity, performance trends, and sustainability efforts in a competitive market. Our research identified a strong and aligned opportunity for Smartwool to expand its presence in the outdoor comfort category. |

We're reaching out to introduce a potential brand extension that builds on one of Smartwool's most trusted strengths: merino wool comfort. In the presentation attached, you'll find our proposal, including products that are likely to become a cult favorite.

Although the outdoor apparel market is highly saturated, Smartwool's reputation for sustainability and comfort makes it stand out from similar brands. Thank you for taking the time to consider our proposal!

Best,
Eloise and Owen

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THE BRAND & ITS EQUITY

- SMARTWOOL: AMERICAN CLOTHING COMPANY FOUNDED IN 1994 IN STEAMBOAT SPRINGS, COLORADO BY 2 SKI INSTRUCTORS.
- CORE PRODUCTS: MERINO WOOL PERFORMANCE APPAREL (BASELAYERS, SOCKS, ETC)
- PIONEER OF MERINO WOOL USAGE IN PERFORMANCE APPAREL AND SOCKS



SUSTAINABILITY EFFORTS

- USE ZQ MERINO WOOL FOR ANIMAL WELFARE
- SECOND CUT PROGRAM: RECYCLES OLD SOCKS INTO NEW PRODUCTS
- PLEDGE TO MAKE ALL PRODUCTS CIRCULAR BY 2030

AN IMPRESSIVE GROWTH



2018

Smartwool began introducing natural performance materials and apparel sales grew 20-30%.



2019

Smartwool grew by 8% to \$155 million in revenue.



2024

Brands under VF Corporation (Smartwool,, Icebreaker, and Napajiri) projected to earn \$1 billion by 2024.



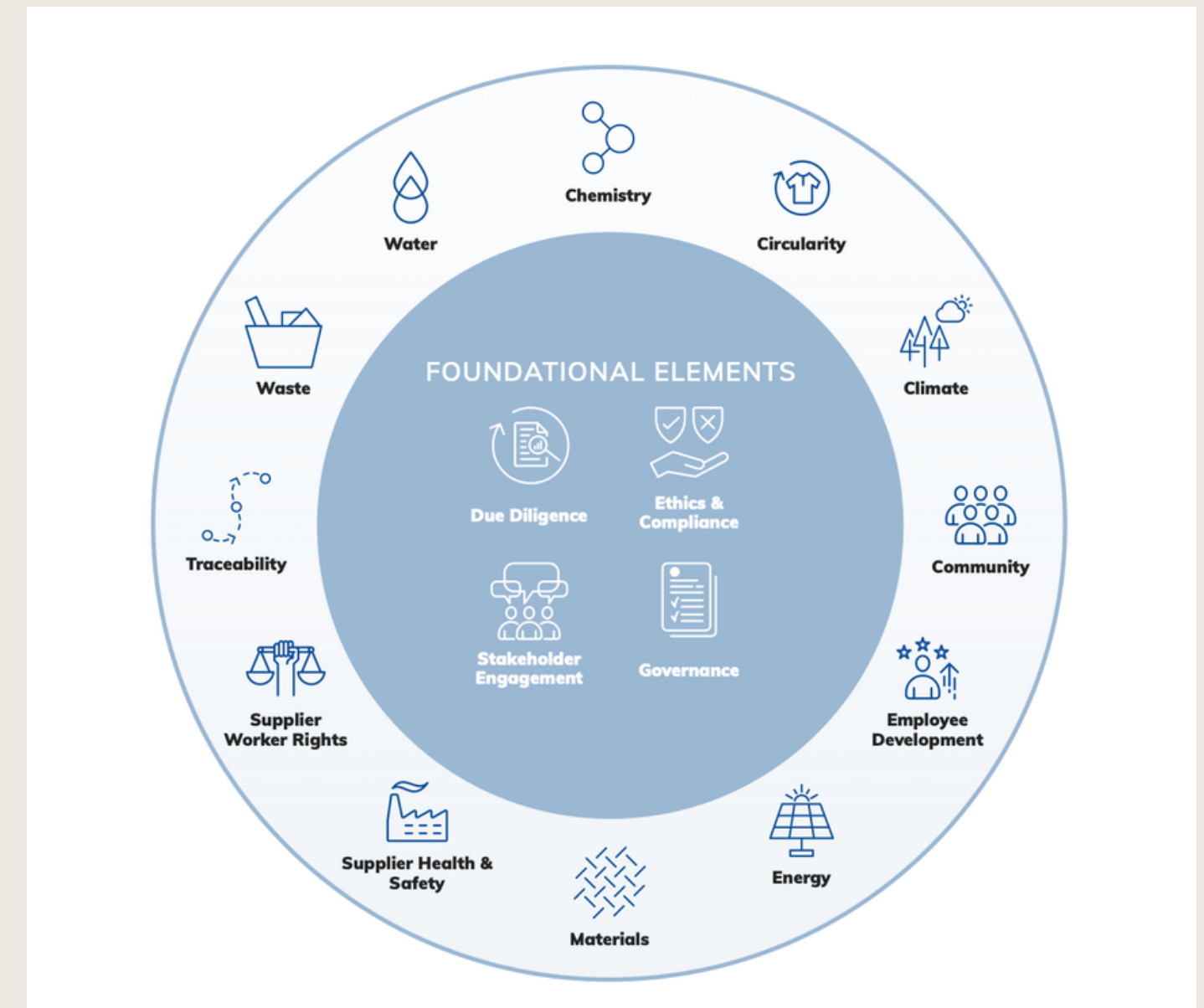
2026

Projected revenue to grow by 20-50% in 2026.

LACK OF TRANSPARENCY

Because Smartwool is owned by the VF Corporation, and they only publish a combined sustainability report of all the brands, its harder to get true insights on the individual performance and initiatives of Smartwool - like their emissions, energy usage, and waste.

Smartwool risks appearing as less transparent and accountable to consumers because of their lack of specificity in thier sustainability efforts.



(photo taken from the VF Corp sustainability mission)

HOW WE WOULD ADDRESS THE ISSUE

Smartwool should release yearly impact reports that include energy and water use, carbon emissions, as well as supply chain traceability.

Smartwool can impliment an interactive webpage demonstrating their progress on sustainability goals, sourcing locations, and material breakdowns.



BRAND EXTENSION - SMARTWOOL CAMP

Brand Lifestyle Extension

- Resonates with outdoor customers' lifestyle
- Merino Wool integrated camping system
- Features a Smartloft™ insulated, wool lined sleeping bag, merino wool pillow cases, blankets, and quilts
- Companion line to beanie, gloves, socks, base layer lines



TARGET AUDIENCE + MARKET POSITIONING

Target Audience:

- Camping enthusiasts
- other outdoorsmen/women
- Previous or Loyal customers
- Environmentally-conscious customers

Market Positioning:

- Main competitors: Ridge Merino, Patagonia, L.L. Bean, Yeti
- Leverage strong existing customer base + proven performance and comfort
- Goal: position Smartwool not as simply clothing, but a lifestyle
- Break through into a new market (clothing+outdoor hybrid)



ANSOFF'S MATRIX + SMARTWOOL CAMP

Product Development Strategy

- New Product + Existing Market
- Moderate Risk: minimal change to Product and Promotion elements of marketing mix vs. competitor
- Needs to leverage expertise on consumer base, existing brand equity, and innovation to develop growth



SOURCES

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THANK YOU
VERY MUCH!