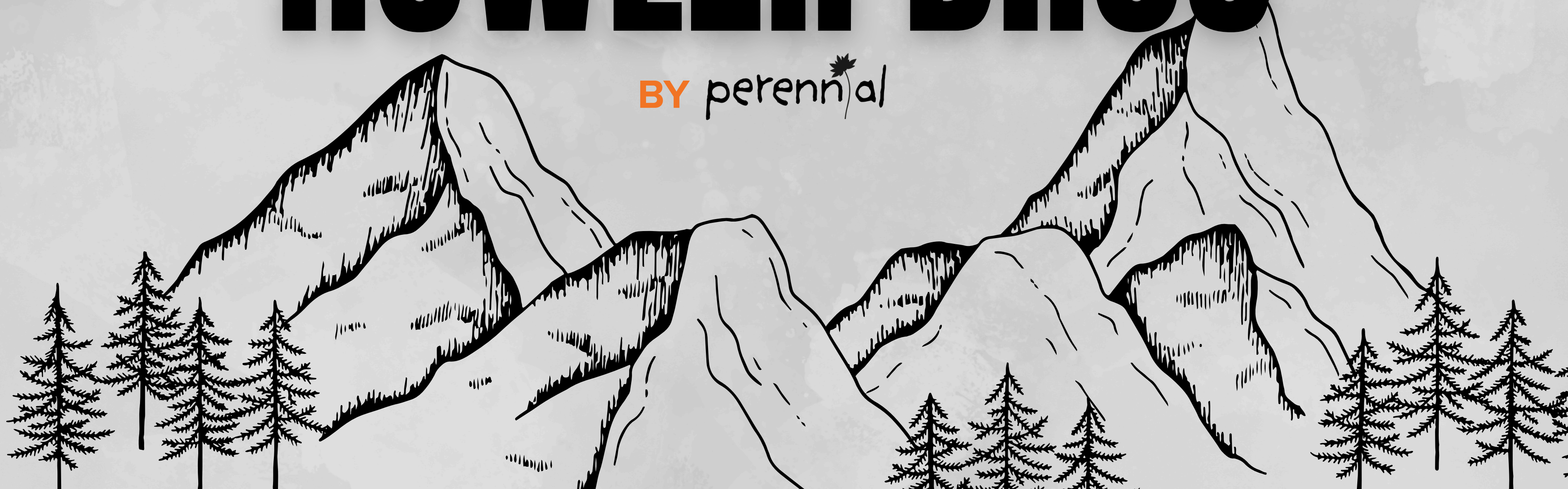




HOWLER BROS

BY perennial



MEET



Rhiannon Cargo
Strategy Director



Owen Baum
Account Director



Katie Matuszynski
Creative Director

THE

TEAM.



Mikey Brouillette
Media Director



Jake Stenger
Art Director

CURRENT SITUATION

Brand Background (Where We Are Now)

- Howler Bros is an outdoor apparel brand rooted in a laid-back, adventure-driven lifestyle guided by its mantra, **“Heed the Call.”**
- This mantra encourages curiosity, exploration, and personal passion.
- The brand has a male-dominated identity, with most marketing focused on men’s products.
- Its design draws inspiration from surf culture, fly fishing, western heritage, and global travel—creating functional, timeless pieces for everyday wear.
- Through diverse product offerings and notable collaborations, Howler Bros has built a culture-forward identity.
- Ultimately, the brand sells more than just apparel—it promotes a lifestyle centered on individuality and exploration, setting it apart from other competitors.

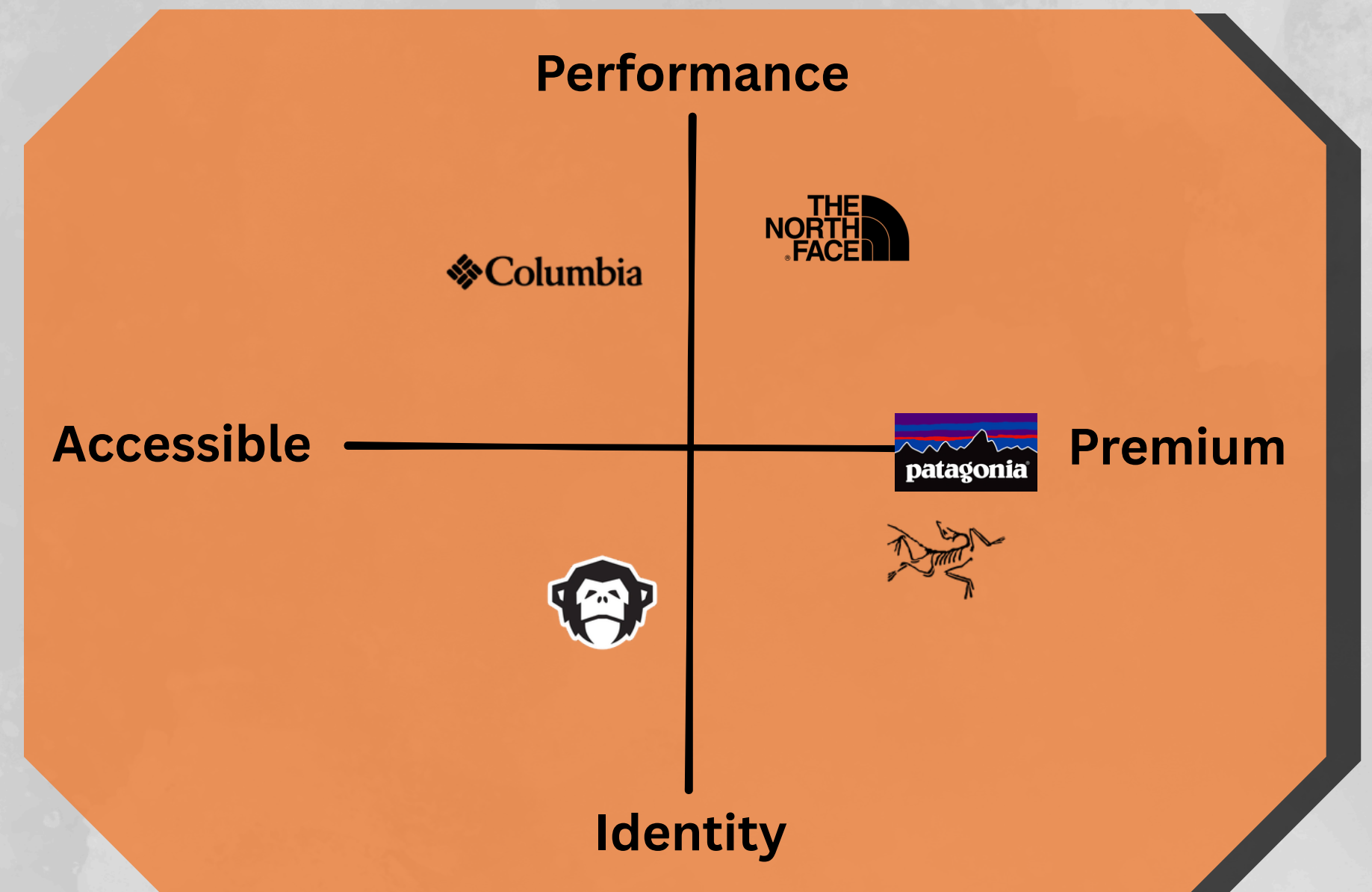


COMPETITIVE LANDSCAPE

Howler Bros operates in the U.S. outdoor apparel market, a \$20+ billion industry dominated by legacy brands with clearly defined positions.

- **Patagonia**
 - Performance & identity-driven (hybrid)
 - Premium
- **The North Face**
 - Performance-driven & premium leaning
- **Columbia**
 - Performance-driven & accessible
- **Arc'teryx**
 - Identity-driven & premium
-  **Howler Bros**
 - Identity-driven & accessible
 - Room to grow in inclusive representation

White Space Matrix



MARKETING PROBLEM

Male-Centered Advertising Limits Brand Growth

Howler Bros' male-focused identity is limiting its ability to grow in a market where women are a major and influential audience.

Missed Market Opportunity

- Women make up nearly **50%** of outdoor participants and drive significant purchasing in the United States (Outdoor Industry Association).
- The gap isn't participation, it's representation.

Narrow Brand Expression

- Their advertising centers on a single archetype: men in the outdoors.
- It fails to reflect the full lifestyle the brand actually represents.

Low Brand Awareness

- They have strong loyalty, but primarily within a male-skewed audience.
- There is limited visibility beyond that core group.

MARKETING OPPORTUNITY

Howler Bros has the opportunity to grow in their current market by evolving from a male-centered outdoor brand into a lifestyle-driven, inclusive community that accurately reflects who is already participating in the Howler Bros lifestyle.

- Expand the audience by representing women engaging in outdoor activity more consistently. In fact, **66%** of women participating in outdoor activities already wear men's or shared gear (Outside Magazine).
- Showcase versatility across activities to reinforce everyday wearability for everyone and every lifestyle.
- Encourage people to find their reason for going outside.
- Lead with identity and community, not just performance.



STRATEGY RECCOMENDATION

How will we get there?

Get female outdoor enthusiasts, 25–35, **who** often feel overlooked by hyper-masculine advertising, **to** choose Howler Bros as their go-to brand **by** reflecting a passion-forward community they see themselves in.

THE MUSE

Easygoing women who enjoy spending their weekends outside. They choose functional gear that fits their adventurous lifestyle. They're driven by purpose, chasing a life they find meaning in.

26 YRS OLD

LIVES IN OAHU,
HAWAII



EXPLORER ELLIE

WORKS ON
A DIVE
BOAT

LOVES A
SUNRISE HIKE

ENJOYS TRAVELLING

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THE HUMAN PROBLEM

Women who love the outdoors want to see themselves as equals in the culture of adventure.

Yet, most brands still default to a hyper-masculine narrative that leaves them feeling overlooked in their own community.

THE DRIVING INSIGHT

Adventure isn't about proving something; it's about finding something bigger than yourself.

We go outside to find purpose, connection, and meaning.

To do this, we
have to get
lost.

THE MAIN MESSAGE

Howler Bros is a community built on passion and self-expression.

The opportunity isn't to change the brand, but to reflect what's actually true: everyone who lives the Howler Bros lifestyle has a place in its community.

The brand should speak to **WHY** people go outside, enhancing the uniqueness of the Howler Bros ideology—finding your passion through curiosity and exploration.

THE DESIRED TAKEAWAY

THINK:

Howler Bros
represents a
community they see
themselves in.

FEEL:

Welcomed, seen,
and motivated to get
out and explore.

DO:

Wear the brand.
Join the culture.
Get lost outside.

WHAT IF? #1

What if Howler Bros launched a female ambassador program that turned real customers into the face of the brand?

- It would spotlight female outdoor creators, like McKenna Hulslander, across platforms like TikTok and Instagram Reels.
- Through a mix of mini docuseries (“day in the life”), hometown takeovers, community pop-ups, and limited-edition ambassador gear, the campaign would showcase real women wearing Howler Bros in their everyday adventures.
- This approach shifts the brand from male-led storytelling to authentic, female-driven narratives.
- It would help expand representation and build an inclusive community.

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2025 BRAND CAMPAIGN • WOMEN'S AMBASSADORSHIP LAUNCH

SHE EARNED her story

A HOWLER BROS. ORIGINAL SERIES

A campaign inspired by the women who already live the Howler Lifestyle—gritty, capable, and low-maintenance. Out here, credibility > clout.

MEET THE CREW

A handpicked ambassadorship of women who do the damn thing.

GULF COAST, TX	SANTA CRUZ, CA	BOZEMAN, MT	TAOS, NM
			
CAPT. MARISOL VELA @marisolonthefly Fly-fishing guide & boat captain	JUNE KAWAMURA @junebugswell Big-wave charger & surf coach	RILEY TUCKERMAN @rileytherrier Upland hunter & bird dog owner	SAGE WHITEHORSE @sagebrush.studios Overland traveler & maker

Less Posing. More Proof.

REAL STORIES • UNFILTERED MOMENTS • GEAR THAT'S BEEN THERE • CREDIBILITY OVER CLOUT

ROLL OUT

 Mini Docuseries "Day in the Life"	 Hometown Takeovers Shot on location, not in studios	 Limited-Edition Ambassador Gear Available to the public (if it survives the field test)	 Earned Story Pop-Ups Campfire meetups & trail hangs
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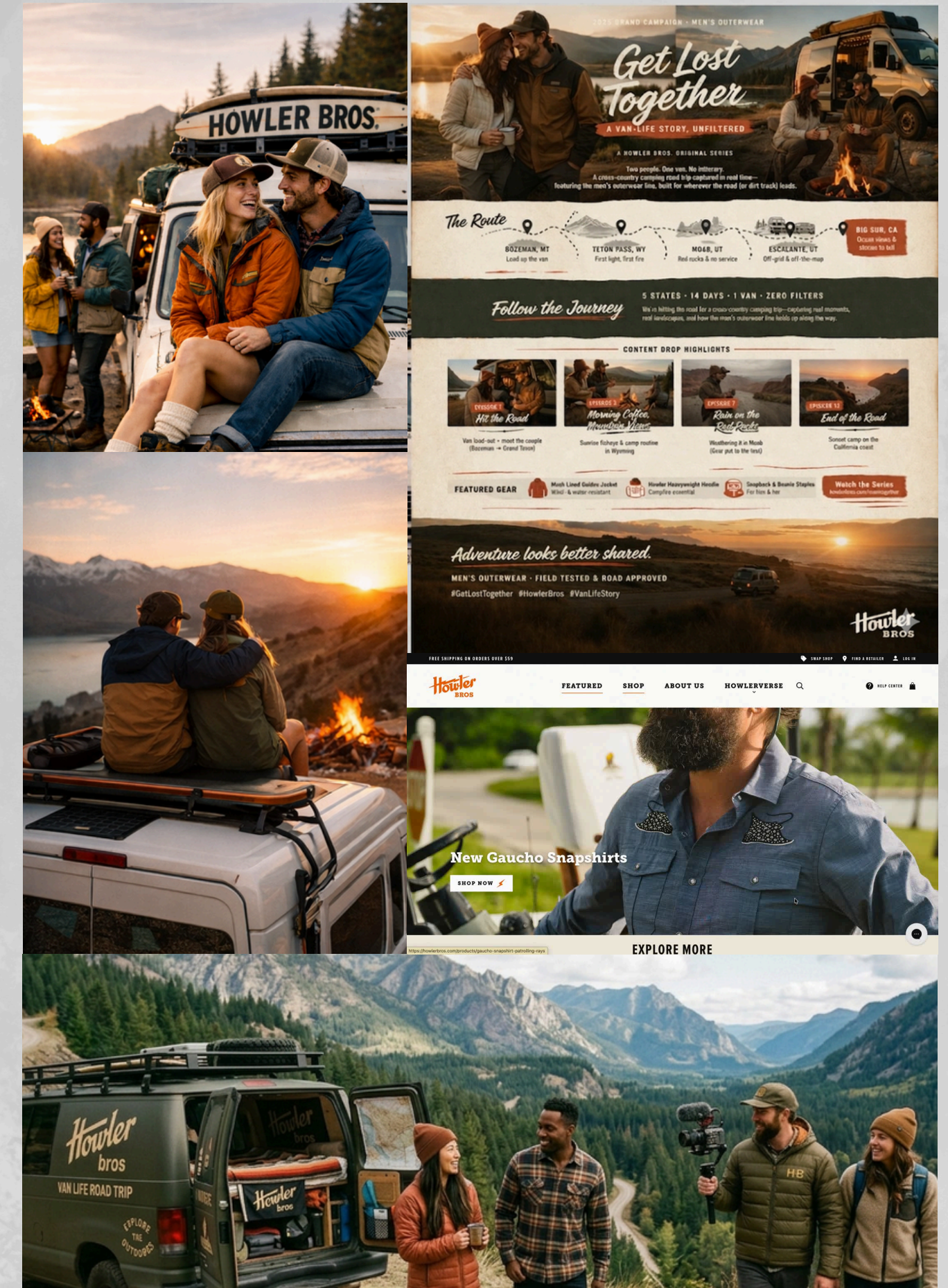
Follow the Journey • #SheEarnedHerStory • howlerbros.com/herstory

Howler BROS

WHAT IF? #2

What if Howler Bros created a cinematic short film featuring couples exploring the outdoors in men's outerwear, centered on a sponsored van-life road trip?

- The film would capture authentic, long-form moments of connection, adventure, and spontaneity—showing how the brand fits seamlessly into shared adventures.
- By featuring women naturally wearing and styling men’s pieces, the content subtly expands the brand’s relevance beyond its current male focus.
- This concept could evolve into a recurring content series titled “Get Lost Together,” highlighting different couples, locations, and stories to build an ongoing narrative around exploration, partnership, and self-expression.



WHAT IF? #3

What if Howler Bros created female-led outdoor experiences that turned customers into a community?

- The brand could host meetups (hiking, fishing, surfing, etc.) led by Howler women to create a welcoming entry point.
- These events would prioritize connection and belonging, bringing women together in outdoor spaces where the brand has traditionally been male-dominated.
- To extend the experience, customization pop-ups would let attendees personalize gear through DIY elements like patches and embroidery. This would turn gear into a form of self-expression and a hands-on connection to the brand.
- These events are designed to foster community while generating organic, shareable content to reshape the brand's identity by turning female customers into advocates and storytellers.



COMMS RECCOMENDATION

AllTrails & Strava

- We can meet people where they already are. Partnering with activity-based platforms allows Howler Bros to integrate directly into moments of outdoor decision-making and achievement.
- We can create branded challenges, curated trail guides, or ambassador-led routes to position the brand as a motivator.
- This channel builds authenticity by showing up in real-life adventure moments instead of just trying to sell a product.



SMS Network

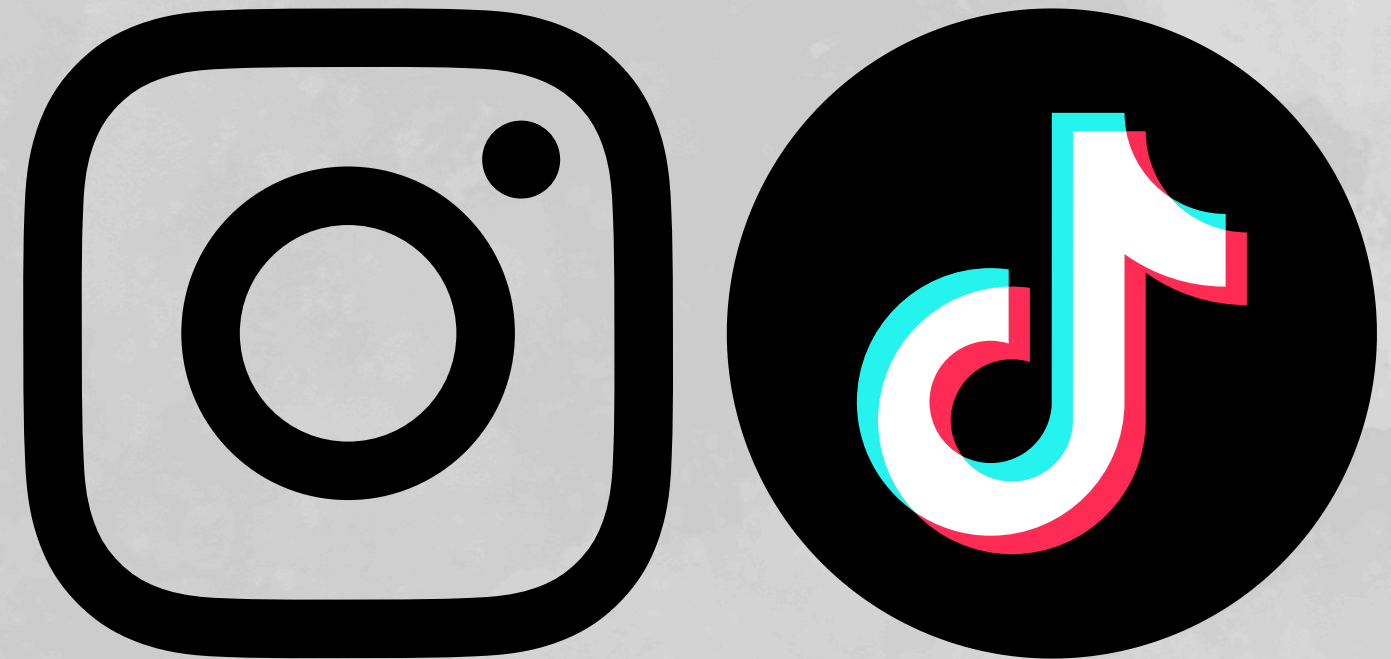
- We can create an opt-in text-based community that delivers more than just promotions, but trail recommendations, last-minute meetups, weather alerts, gear tips, and encouraging messages from other Howler women.
- This will help create a sense of belonging and exclusivity, transforming Howler Bros into a support system. It's a low-barrier strategy to build loyalty and deepen emotional connection.

Community-Driven

COMMS RECCOMENDATION

TikTok & Instagram Reels

- Short-form content is vital to attract and engage a broader audience.
- We can shift brand perception at a large scale here.
- The brand can create content that feels casual and native to the platform—highlighting real women (ambassadors, regular customers, or even employees) styling the gear for everyday life and mini-adventures.
 - Ex. Videos like day in the life, behind the scenes, pack with me, etc.
- Howler Bros should lean into trends, humor, and storytelling to humanize the brand and make it more approachable to various audiences.



Discovery & Relevance

MEASURING SUCCESS / KPIS

- Increased female audience engagement across social platforms
 - **25%** higher engagement rates (likes, comments, shares, saves) on female-focused content
 - **30%** higher engagement rates from female audience members on all content
- Growth in female audience base
 - **15%** increase in female followers on TikTok and Instagram
- Growth in female-led user-generated content (UGC)
 - **30%** increase in UGC tied to campaign hashtags and events
- Increased female participation in campaign-specific actions
 - Higher event sign-ups, challenge entries, and hashtag use from female consumers
 - **5,000+** uses of campaign hashtags #GetLostTogether #HowlerBros #GetLost



THANK YOU

BY perennial



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HOWLER BROS X PERENNIAL SOW: TOTAL AGENCY FEE - \$198,200

<u>Phase One:</u> Strategy Development - 3 weeks (120 hrs)	<u>Phase Two:</u> Creative Development - 4 weeks (160 hrs)	<u>Phase Three:</u> Media Development - 3 weeks (120 hrs)	<u>Phase Four:</u> Production - 6 weeks (240 hrs)
Account Director - 15% = 18 hrs x \$150 = \$2,700 Account Manager - 30% = 36 hrs x \$75 = \$2,700	Account Director - 15% = 24 hrs x \$150 = \$3,600 Account Manager - 30% = 48 hrs x \$75 = \$3,600	Account Director - 15% = 18 hrs x \$150 = \$2,700 Account Manager - 30% = 36 hrs x \$75 = \$2,700	Account Director - 15% = 36 hrs x \$150 = \$5,400 Account Manager - 30% = 72 hrs x \$75 = \$5,400
Strategy Director - 30% = 36 hrs x \$150 = \$5,400 Strategist - 100% = 120 hrs x \$100 = \$12,000	Strategist - 20% = 32 hrs x \$100 = \$3,200	Strategist - 10% = 12 hrs x \$100 = \$1,200	Strategy Director - 15% = 36 hrs x \$150 = \$5,400 Strategist - 30% = 72 hrs x \$100 = \$7,200
Creative Director - 15% = 18 hrs x \$200 = \$3,600	Creative Director - 20% = 32 hrs x \$200 = \$6,400 Copywriter - 100% = 160 hrs x \$100 = \$16,000 Art Director - 100% = 160 hrs x \$100 = \$16,000	Creative Director - 20% = 24 hrs x \$200 = \$4,800	Creative Director - 30% = 72 hrs x \$200 = \$14,400 Copywriter - 60% = 144 hrs x \$100 = \$14,400 Art Director - 60% = 144 hrs x \$100 = \$14,400
(N/A)	(N/A)	Media Director - 30% = 36 hrs x \$150 = \$5,400 Media Planner - 100% = 120 hrs x \$75 = \$9,000	Media Director - 15% = 36 hrs x \$150 = \$5,400 Media Planner - 40% = 96 hrs x \$75 = \$7,200
(N/A)	(N/A)	(N/A)	Producer - 100% = 240 hrs x \$75 = \$18,000
Total: \$26,400	Total: \$48,800	Total: \$25,800	Total: \$97,200

PHASING & STAFFING LOGIC

- **Phase 1 (3 weeks - Strategy Development)**

- This phase is relatively short but highly intensive, as it focuses on foundational research and insight generation.
 - **Strategy (100% Strategist; 30% Strategy Director):** The Strategist drives the core output, while the Director ensures high-level business alignment.
 - **Creative (15% Creative Director):** Early-stage directional oversight to ensure strategic feasibility.
 - **Account (15% Account Director; 30% Account Manager):** Both roles manage client expectations and ensure the brief is followed.

- **Phase 2 (4 weeks - Creative Development)**

- This phase is slightly longer to allow sufficient time for ideation and campaign conception.
 - **Creative (100% Copywriter & Art Director; 20% Creative Director):** The core creative duo handles execution, supported by senior feedback for quality control.
 - **Strategy (20% Strategist):** Continued alignment to ensure concepts remain aligned with the original strategy.
 - **Account (15% Account Director; 30% Account Manager):** Management of internal and external communication, while providing feedback to the rest of the team.

- **Phase 3 (3 weeks - Media Development)**

- This phase shifts focus to media planning, channel strategy, and execution mapping.
 - **Media (100% Media Planner; 30% Media Director):** Full-time focus on channel tactics and media planning, with senior oversight.
 - **Creative (20% Creative Director):** Crucial oversight to ensure creative assets are optimized for specific media formats.
 - **Strategy (10% Strategist):** Minimal support to maintain insight alignment and integrity during channel selection.
 - **Account (15% Account Director; 30% Account Manager):** Coordinating cross-functional approvals and timeline management.

PHASING & STAFFING LOGIC CONT.

- **Phase 4 (6 weeks - Production)**

- This phase accounts for full-scale content creation and campaign rollout. This is where the heaviest staffing occurs to properly execute strategy, creative, and media development.
 - **Production (100% Producer):** Full-time coordination of timelines, vendors, and delivery.
 - **Creative (60% Copywriter & Art Director; 30% Creative Director):** Heavy execution phase for asset creation, with the Director's involvement increasing for final quality assurance.
 - **Strategy (15% Strategy Director; 30% Strategist):** Ensures the final execution delivers on the intended impact and brand voice.
 - **Media (15% Media Director; 40% Media Planner):** Active trafficking and deployment support to ensure proper media execution.
 - **Account (15% Account Director; 30% Account Manager):** Full-scale management of a high-volume deliverable list and final client sign-offs.