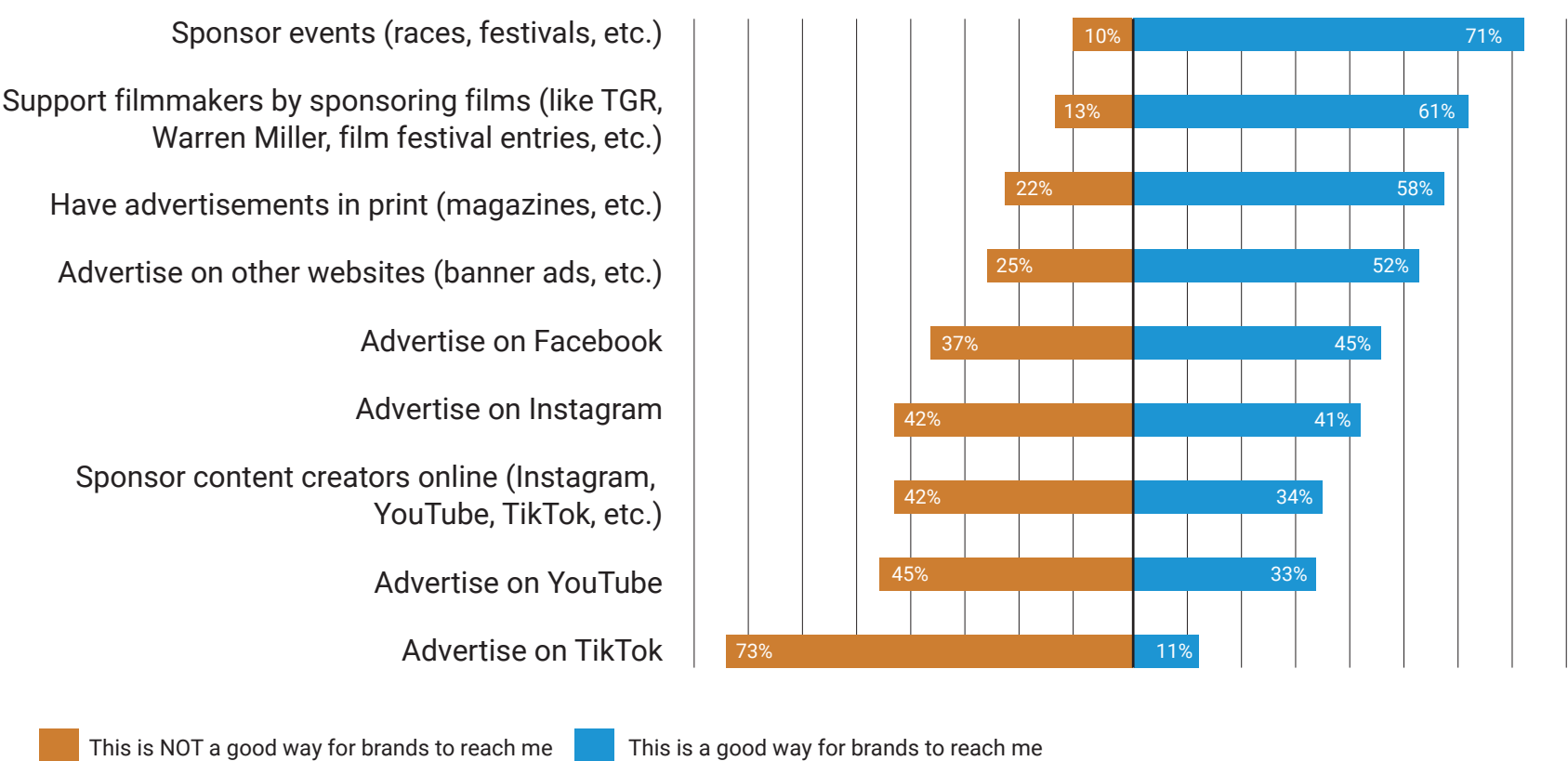
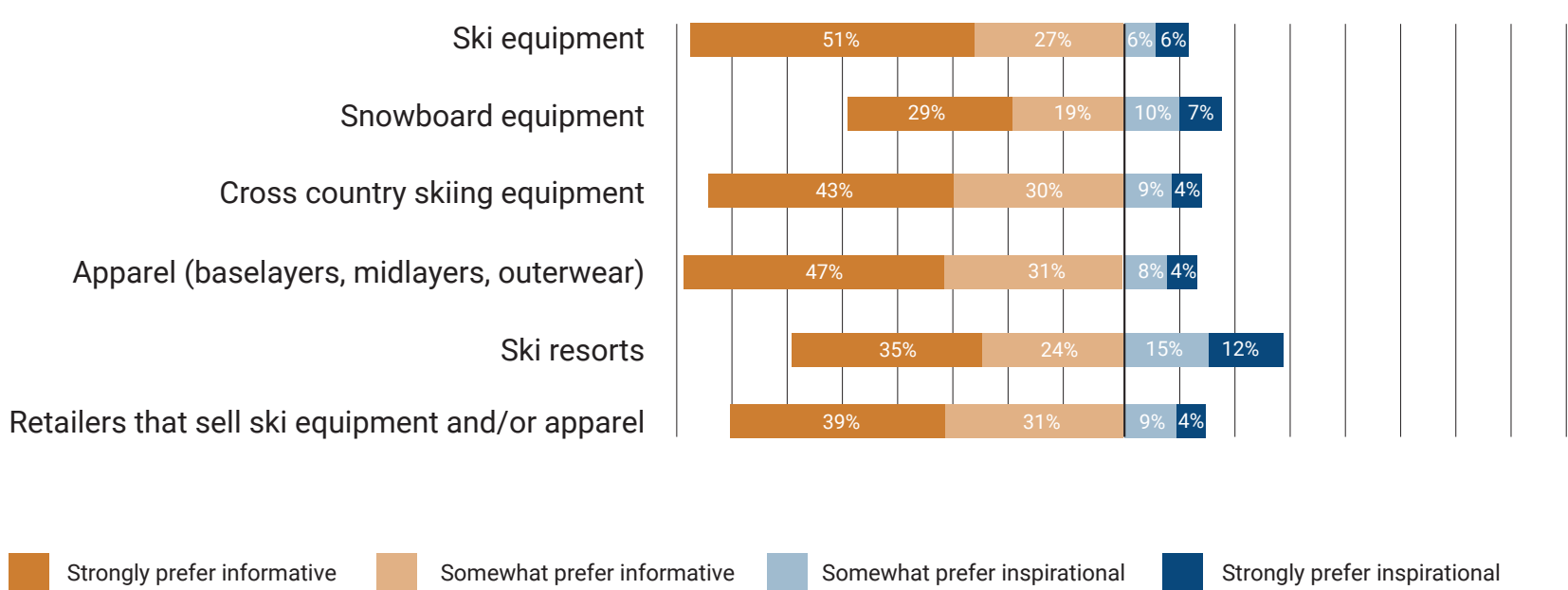


BRAND MARKETING

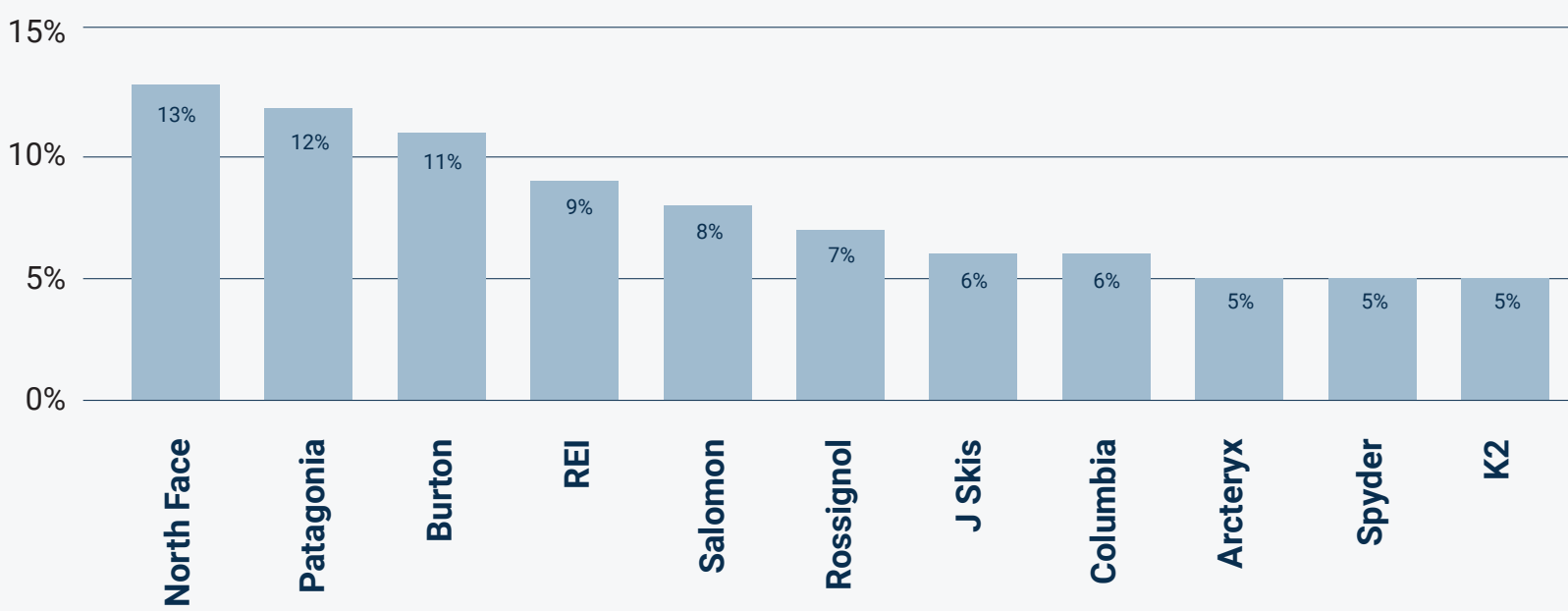
How do consumers want to see winter outdoor brands promote themselves?



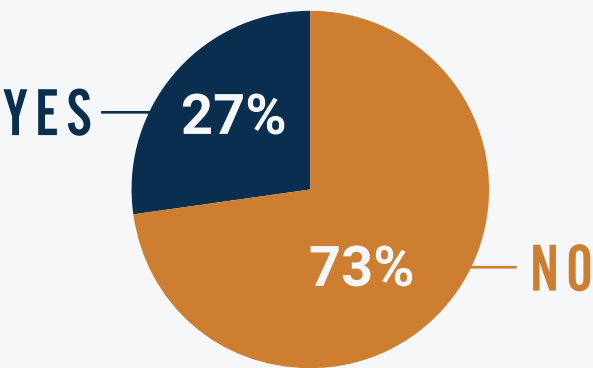
What do consumers want in those ads? Across the winter sports and product categories respondents report wanting informative marketing.



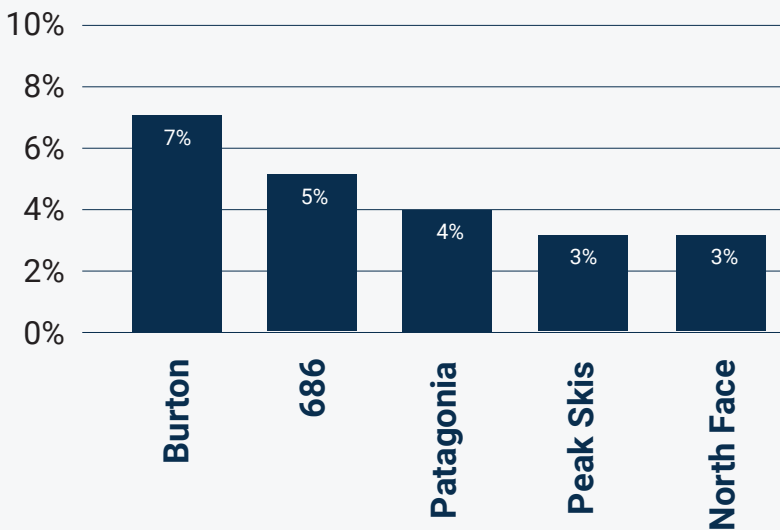
Which brand's marketing or advertising do consumers recall seeing/hearing this past season?



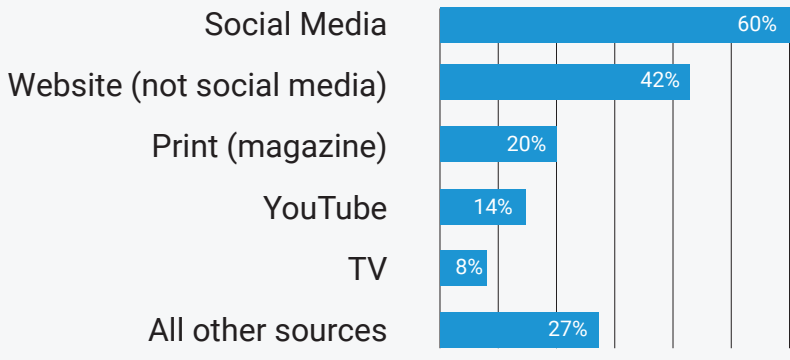
Did consumers consider any of this marketing/advertising especially memorable?



Which brands were especially memorable? Top 5 shown.

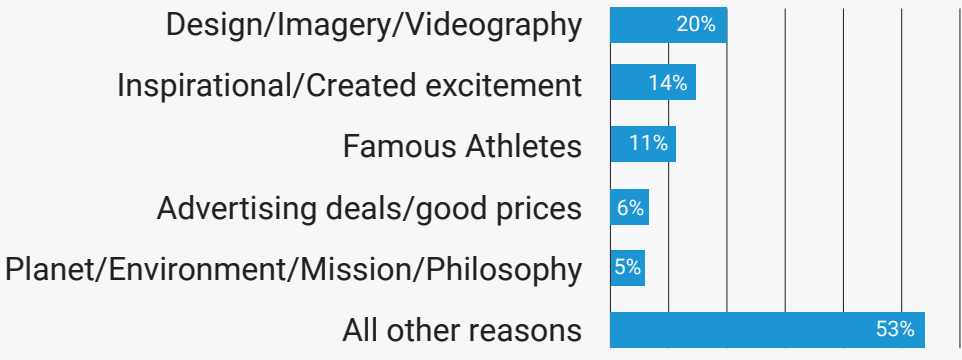


Where did they see or hear this marketing?



What made it memorable?

While respondents noted wanting informative advertising, the inspirational ads are the ones they remembered. Coded comments shown.



“ Real but cool and recognizable people using the products. ”

“ Joy of skiing in all aspects. Breadth of imagery... Breadth of resort locations... and in general, just making me excited to go ski. ”

“ Epic designs of their skis, their photos and videos depicting a free, wild, and outdoor lifestyle. ”

What did they do after seeing this memorable advertising?

