



MARKETING

IGNITE

PLAN

— Alex Jordan —

SEGMENTATION & TARGETING: THE THREE C'S

COMPANY

Ignite is a company founded by adventurers, for adventurers. We offer customizable outdoor survival and backcountry gear subscriptions in Canada and the United States, targeting working adults who love the challenges that mother nature can throw at us.

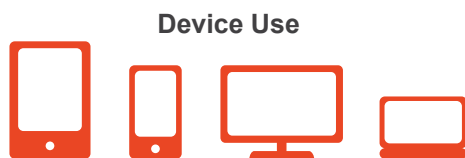
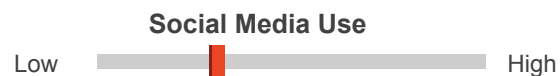
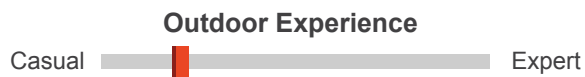
We partner with world-renowned brands to bring savings in every box, and our team of passionate experts field-tests each piece before inclusion in a box, ensuring only the absolute best in outdoor gear makes it to your doorstep. At Ignite, we strive to be leaders in environmentally-forward business; our packaging is 100% recyclable/biodegradable, and 5% of our profits are put directly towards conservation initiatives that benefit not just the planet, but our members as well- our efforts target vulnerable, high-use areas that ensure the most beautiful places in the wild remain healthy and enjoyable for decades to come. We strive to be a pillar of the outdoor community, encouraging meet-ups, learning, and getting out there!





ABOUT JULIAN

- Has a wife and 2 young children
- Lives in the suburbs of Vancouver City, BC
- Loves going on day-hikes with the kids and enjoys car camping with the whole family. Grew up camping a lot with his dad so would love to pass this experience down to his sons
- Likes to try new things
- Works as a Realtor. It's a job that pays the bills, but Julio longs for some excitement in his life.
- familiar with using the web and has a smart phone, desktop computer, laptop, and an ipad
- Recently started using Facebook, has a few apps on his phone for online banking, some games. Browses Imgur and Reddit on lunch break




NEEDS

- Something fun to spice up the routine of day-to-day month
- A way to share his passion for the outdoors with his two young sons
- Someone that will do the research for him and give him something he can rely on- he isn't very good at researching online and finds it frustrating, so he wants something he can trust
- A way to learn more about outdoor gear and activities in a quick, easy way- that doesn't involve trying to figure it out by himself at the campground!
- Reasonable shipping costs, and no extra charges



ABOUT BETHANY

- Works in Yosemite National Park as a rock climbing guide in the summer, and an ice-climbing/cross country ski guide in the winter
- Loves her job and loves the outdoors
- Passionate about survival and the outdoors- always wants to try new gear, but has trouble finding the time to shop
- Is a member of Yosemite Conservancy, and has a major passion for sustaining the park and only engaging in no-trace, best practices outdoor activities
- frequent user of social media like facebook, instagram, and wordpress. Posts almost daily
- Subscribes to youtubers who freeclimb, hike, and generally share her interests
- has her own blog where she writes about her adventures and comments on other's posts
- has a smart phone and a laptop

Outdoor Experience
 Casual  Expert

Social Media Use
 Low  High



NEEDS

- The latest and greatest gear, so she can remain in-the-know when it comes to her job
- Needs gear to come to her, since she is busy and is far from the nearest city center- doesn't get a lot of time off
- Needs something quick that she can trust- she doesn't have time to sift through blogs and read product reviews

All competitors listed are subscription services that specialize in outdoor/survival gear. Below are the details that are unique to each company. All prices listed are in USD.



CAIRN

- offers 2 products: the **Original Box** (3-6 products at \$25.00/month) and the **Obsidian Box** (Ships quarterly with 5-20 premium items, \$199.00 quarterly price)
- 3 payment options: monthly, every 6 months, and every 12 months, with a savings of 10-15% if choosing the latter 2 options)
- customized to your lifestyle/profile (food preference, apparel size, favourite activities)
- free shipping in US
- subscriptions renew automatically, cancel anytime
- earn Cairn Points for reviewing products towards purchases at the Cairn store
- Free monthly 'adventure upgrade' for a random Cairn subscriber
- Has a blog with outdoor-related content



THE GAP

- shipping is not free to Canada
- no 100% guarantee refund on product (will only accept an unopened subscription box back, not including shipping)
- no community-building aspect



SURVIVAL BOXES

- items shipped include gear, food, water, and Seeds
- 100% satisfaction guaranteed, or your money back
- cancel or renew anytime
- shipping and handling is extra (\$9.99 for US shipping to Canada is 28-38.00 USD)
- offer 3 box types: **Alpha** (3-10 items per box at \$39.99/month), **Bravo** (3-10 items per box at \$36.00/month), and **Gear Box** (4-11 gear-only items at \$89.99/month)
- options to pay month-to-month, or in 3 month increments at a savings (works out to 2.5%-11% savings per box, depending on the product type)



THE GAP

- shipping not included
- USD cost and 28-38.00 shipping makes this very expensive for Canadians
- no customization other than product type (Alpha, Bravo, and Gear Box option)
- no loyalty program
- No supplemental material (no guide for how to use products in the box)



ISLE BOX

- maintains a blog of outdoor/adventure topics
- free shipping inside the US
- offers 4 products: **Monthly Box** (\$45.00/month), **Seasonal Box** (ships every season at \$125.00/3 months), **National Parks Box** (one-time purchase, \$120.00), and the **Starter Box** (one-time purchase, \$199.99)
- For the monthly box, savings of 10-15% can be had if selecting a 3 month or 6 month pay period (opposed to paying month-to-month)



THE GAP

- no shipping outside of the US
- no community-building aspects
- no loyalty programs/extras
- no return policy



BIVYSAK

- free shipping for US members
- 24.99/month USD (each box costs 74.97 and contains 100-125.00 value)
- catered items based on your preferences (males/female, shirt size)
- ships 4 times a year: summer, spring, winter, fall
- has an adventure blog with related articles and tips



THE GAP

- no shipping outside of the US
- no community-building aspects
- no loyalty programs/extras

SWOT ANALYSIS

STRENGTHS

- Strong focus on environmental/conservation support when compared to competition
- Strong community aspect
- Offering quality products that are tested before use
- Offers how-to content for how to use the content in the boxes
- Convenient, ships straight to customer without them having to search for product or spend hours pouring over reviews
- Surprise/anticipation with every box
- Customizable as per experience level & what seasons of gear users want
- Partnerships with other companies means items are procured at cost, meaning the value of items shipped is actually higher than what is charged for the box- this means a savings for the consumer!
- 100% satisfaction guarantee- if not happy, items from the box can be returned and money refunded
- US and Canadian distribution- means prices are in CAD for Canadians, and US for Americans. Shipping is free for both

WEAKNESSES

- New to the market with no reputation
- Only ships to Canada and the USA
- Not many partnerships forged with product brands yet, need time to grow these relationships with suppliers

OPPORTUNITIES

- Currently there is a lack of Canadian-sourced & shipped survival subscription service businesses
- Canadian National park usage is up 7% over the last year. In the USA, national parks visitation has been on an upward climb for decades, and is continuing the trend- visitation is up by 18.6% in the last 2 years. Camping/ outdoor hobbies are becoming more popular and more people are getting exposed to hiking/camping
- Backcountry camping in USA has increased in popularity by 34% since 1979- and car camping is up 16%. More people are doing activities that require quality gear.
- Sports like adventure racing, which require first aid and orienteering gear, have shown 20.5% increase in the US as of 2015 (when compared to 2013)
- People worried about Trump presidency/global state (global warming, war, etc) are stocking up on survival gear and 'bug out' bags becoming popular (being ready to up and leave at a moments notice) – kind of like cold war era paranoia

THREATS

- Rising cost of gas has direct correlation to people camping/hiking less- meaning the need for gear decreases
- Competition offers similar product & has reputation in the market
- Other companies offer international shipping
- Other companies offer one-time box purchases of different kinds- a 'starter' pack, seasonal, etc. Ignite does not offer this

BRAND POSITIONING

A scenic mountain landscape featuring a calm lake reflecting the surrounding peaks. In the foreground, two tents, one pink and one teal, are pitched on a grassy slope. A large, dark evergreen tree stands to the right. The background shows rugged, rocky mountains under a clear sky.

For adventurous Canadians and Americans who have a thirst for outdoor adventure, Ignite subscriptions offer quality gear that is field-tested by our team of wilderness experts before being shipped. Unlike other subscription services, we stand 100% behind every box we ship, offering 100% guarantees on any item that does not meet your satisfaction. At Ignite, we strive to provide the highest quality outdoor gear and learning opportunities through the most environmentally responsible means possible- our head office meets the Natural Resources Canada C2000 Green Building Standards and all our packaging is 100% recyclable/biodegradable.

PRODUCT & PRICE

BOXES

- **Campground:** \$25.00 per month. Boxes designed for people who like to car camp and do day-hikes. 3-6 products per box. The price is cheaper than most other competitors on the market (with the exception of Cairn, which it is on-par with). \$25.00 is a reasonable price for people who are interested in outdoor gear, but haven't become avid hobbyists yet. It's a much less intimidating commitment than 35.00+ USD per month, which is what most competitors charge for their 'basic' packages!
- **Backcountry:** \$40.00 per month. Boxes designed for people who focus on backcountry camping where lightweight, multi-purpose items are key. 3-8 items per box. \$40.00 is a higher price for people that are excited about outdoor gear and treat it as a serious hobby. This 'middle ground' price is missing from most competitors, making this an attractive option.
- **Expedition:** \$90.00 per month. Boxes designed for people who do the 'extreme' trips, like hiking in crown land or in areas where trails are not marked or maintained. These types of trips often require months of preparation and advanced gear. 3-5 items per box. Every third month, there is a 'big ticket' item included—like GPS gear from Garmin, GoalZero battery packs/solar panels, or emergency beacon systems. \$90.00 is on-par with similar month-to-month prices (i.e. Survival Box charges 89.99).

Shipping Included

- Shipping to both Canada and the US is free. Currently Canadians have no free shipping options for survival gear boxes, so this would be a huge value driver for Canadian consumers. Also, with both CAD and USD pricing available, Canadians won't be surprised by dismal USD- CAD conversion rates or duty charges upon shipping.

Multiple Payment Options

- For each subscription type, users can choose between 2 gear load-outs. Gear load-out preferences can be changed at any time and will take effect with the next box shipment. These options ensure that customers only get gear that they will want to use, increasing customer happiness and reinforcing our brand as a customer-first quality-focused company.

Customizable Box Contents

- **Four-season:** Gear for all seasons of the year: spring, summer, fall, winter. Each box is tailored to the season of that month.
- **Three-season:** Gear for spring, summer, and fall, but not winter. This is for the users who have no interest in winter outdoor/camping.
- Customers also customize a profile when they sign up. Profile includes name, birth date, gender, clothing size/colour, and food preferences, as well as location (Canadian/American). This is to provide a personal experience for customers so that they feel they are getting the absolute best value, customer service, and quality for their investment.

Payment Options

- Subscriptions can be paid month-to-month, or in 3, 6, or 12 month increments. Different pay systems are offered to provide a cost savings to dedicated members who can commit to paying larger amounts at once, increasing customer loyalty and remaining competitive with other subscription services who offer similar savings. Prices are in CAD for Canadians, and USD for Americans.
- 3 month pay period: savings of 5%
- 6 month pay period: savings of 10%
- 12 month pay period: savings of 15%

THE LOYALTY PROGRAM

Customers will earn Ignite Points for each subscription purchase, as well as by contributing to the Ignite community, like through the monthly Instagram contests (more on this later). Members will also be given bonus points on their Birthdays. Points can be used towards future subscription purchases. The loyalty program will encourage continued visits to the Ignite website, and will create an increase of customer satisfaction, which helps to separate us from competitors who offer little or no perks for customer loyalty.

PROMOTION & PLACE

ONLINE - IGNITE.COM/.CA

The Ignite website will include many aspects- home page, contact information, pricing plans, blog, contests, and how-to guides. Much of this information is covered in detail in the sections below.

The website will be designed with a warm, edgy colour palette and have a grungy, adventurous feel. Scenes of beautiful wilderness will also feature strongly on the design.

Calls to Action on the home page will include:

- Want all the latest gear but don't know where to start? With our outdoor gear boxes, you'll get quality gear delivered straight to your doorstep monthly. [Learn more.](#)
- We've got tips and tricks for even the most seasoned adventurer. [Discover our blog](#)
- We love enjoying the outdoors, so we do what we can to ensure it remains enjoyable for decades to come. [Learn more about our conservation initiatives.](#)
- At Ignite, we stand 100% behind our products. Get peace of mind with our 100% satisfaction guarantee, or your money back. [Learn more](#)

ONLINE - SUBSCRIPTION BOX HOW-TOS

For members, each box will feature a QR code/URL that details how to use the items in the box and what they are best suited for. This will provide members with immediate how-to guides for using their new gear, and will include calls to action (CTAs) for entering the monthly instagram contest. Gear write ups will increase customer confidence and satisfaction with the service, meaning people will want to continue to come back for more or keep renewing their subscription.

The current month's how-to page is promoted on the home page, while previous months are placed in 'archives' so that both members and non-members can view content of previous boxes. Archives page will be promoted on the subscriptions about page, with a CTA to encourage prospective users to see what past boxes are like.

In this way, both current and prospective members will be enticed by the information contained in these how-to pages.

ONLINE - MONTHLY INSTAGRAM CONTEST

Ignite will hold a monthly contest where it encourages its members to post photos of themselves using their Ignite gear to instagram and tag it (#igniteboxes). 1 winner per month will be chosen to receive a special extra item in their next box, free!

- page to explain the instagram contest rules & how it works
- past winners are shown here
- winners are contacted via email

Instagram contest is held because:

Hundreds of hikers, campers, and outdoor enthusiasts share their photos online every day. Some users have hundreds of followers who look of their content- by tapping into this online community, Ignite will have a huge promotion opportunity here to our target market.

ONLINE - BLOG

The blog will feature hiking tips and tricks from the panel of experts who work for Ignite- including, but not limited to:

- tips for hiking routes above the treeline

- tinder preparation & fire starting tips
- top 10 National Parks in North America & why

The blog will feature photos and articles, and will highlight some of the gear that is included in the subscription boxes as a promotional tool (i.e. "When hiking in Jasper National Park, good hiking poles are essential-- so I brought my black diamond trekking poles (expedition November 2015 box). [link to that month's how-to page]"

Having a blog will do a few things:

- help create sense of camaraderie with Ignite
- create a reason for people to keep coming back to the site
- encourage non-members to read and become interested in a subscription
- provide credibility to Ignite that they know what they are doing and that the gear they select is based on real-world experience

ONLINE - COMMUNITY PORTAL

Local chapters run discounted trips with local parks and tour groups and organize trips with nearby members. Members are auto-subscribed to this separate mailing list from the events managers and are invited to events, both run by Ignite and external events that are of interest to members.

IN PERSON - EXPOS

To bolster its business and generate interest, since Ignite will be a new unknown company, we will attend key outdoor expos and shows in some key city centers. The people who attend expos are usually adults with disposable income and a passion for the outdoors, so are part of Ignite's target market.

These in-person promotions will push subscriptions with expo discount of

10%.

We will also offer \$15.00 'mini-box' one-time purchases that come with a coupon for 10% off on subscriptions, to entice people to subscribe later even if they don't do it immediately at the expo.

- Toronto - Outdoor Adventure Show - Feb 24-26
- Vancouver - Outdoor Adventure Show - March 4-5
- Calgary - Outdoor Adventure Show - March 25-26
- Montreal - Outdoor Adventure Show - April 1-2

ONLINE - YOUTUBE CONTENT CREATOR ENDORSEMENT

Reach out to popular hiking/survival youtubers- offer to send them one free box if they will do a review and post it

- Adventure Archives - a US-based hiking/camping/bushcraft channel with 20 000+ subscribers
- send them a backcountry level box free, for them to review

Youtubers like Adventure Archives have dedicated subscribers from all over the US and Canada. Reaching out to these people would mean that their subscribers see Ignite's products, and these people are directly in Ignite's target market.