OSPREY



THE DAYLITE BACKPACK

Key Fact: Outdoor enthusiasts aged 18-25 only account for around 25% of total buyers (main audience is 30-50). This age group tends to value sustainability and versatility, and are often willing to spend more for their values to be met.
Problem Advertising Must Solve: Osprey faces increasing competition from both old and new brands, which may be more affordable than Osprey. We want to reinforce Osprey's unique position as the go-to choice for sustainable, long-lasting, high-quality outdoor gear and expand their reach to a younger audience.
Advertising Objective: Differentiate Osprey from the competition, and have customers understand the benefits of investing in premium gear. Increase brand awareness among college students aged 18-25.

Creative Strategy:

- **Target Audience/Prospect Definition:**
    - We want to communicate this message to 18-25-year-old females (single) who either attend college or work in a metropolitan area in the Pacific Northwest. These women, although not super immersed in outdoor culture, commute to school and/or work every day. They use forms of transportation such as walking, biking, and taking public transportation – so they spend time in the inclement weather that the PNW has to offer. These women value their belongings and want to be ensured that their items will not be ruined for any reason on their commute.
    - **Principal Competition:**
    - The North Face
        - $60-200, range of urban and travel backpacks, slightly more affordable
    - Patagonia
        - $100-250, eco-friendly/durable, competes closely with Osprey
    - Gregory
        - $140-400, similar price range, good for long hikes and heavy equipment
    - Kelty
        - $100-$250, budget-friendly option for beginners/casual hikers

Positioning: Osprey is positioned as the premium outdoor gear brand, helping adventurers explore deeper and experience more. Osprey offers unmatched durability, innovation, and sustainability.
Concept: Adventure
Tone: Empowering, Bold, Authentic
Key Consumer Benefit: Osprey's gear is built to last. Giving adventurers the comfort and reliability they look for in outdoor gear.
Reason Why: Our demographic is in need of reliable and versatile gear to fulfill their everyday commute.
Mandatories and Policy Limitations: Drive to the website would promote the Daylite backpack, showing its comfort and reliability. Promote consumers to go to the website where new products are showcased.

OSPREY

DAYLITE BACKPACK

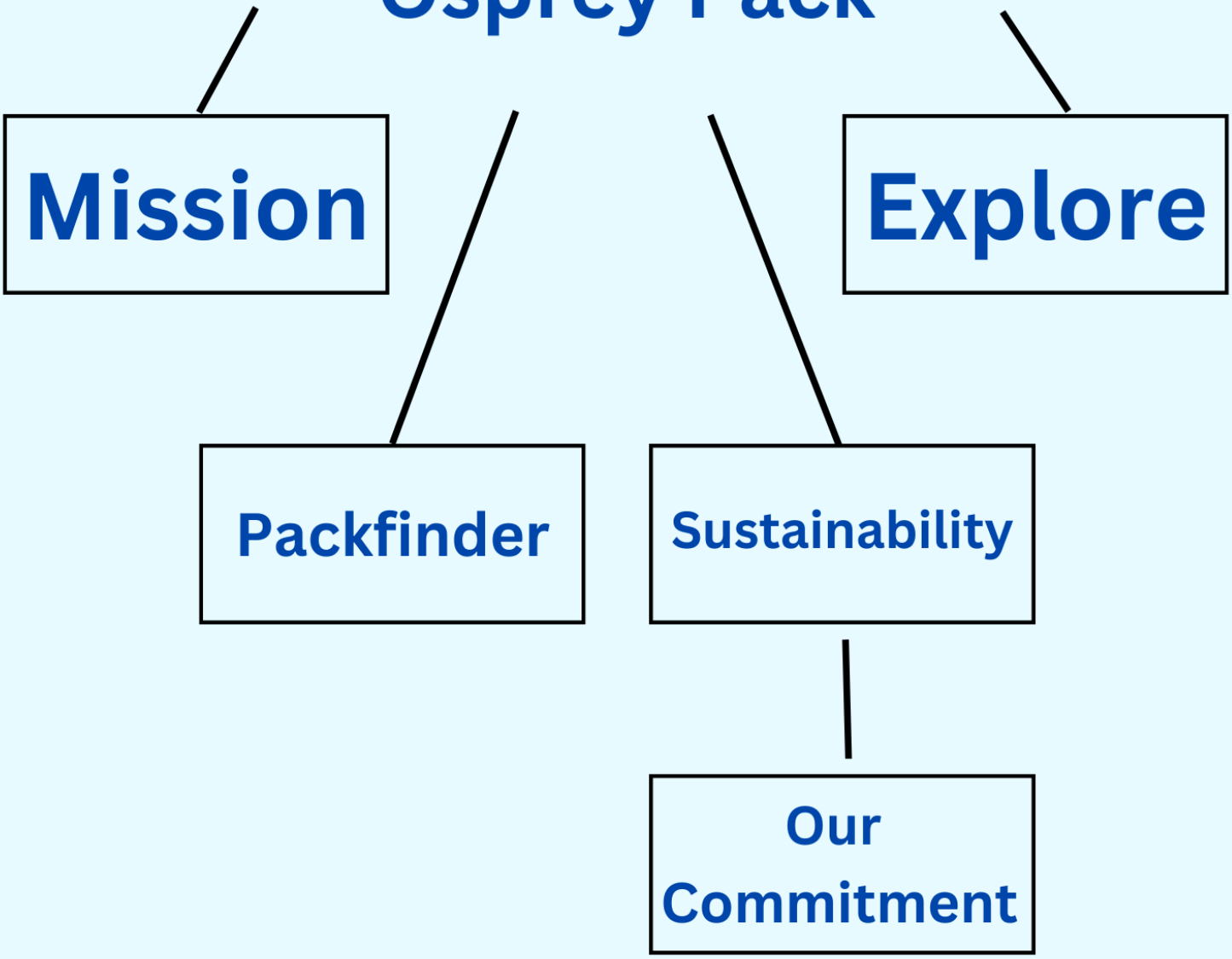


OSPREY TARGETS ENVIRONMENTALLY-CONSCIOUS WOMEN AGED 20-30 WORKING IN CREATIVE FIELDS LIKE DESIGN AND MARKETING BY EMPHASIZING SUSTAINABILITY, VERSATILE DESIGN, AND HIGH-QUALITY CRAFTSMANSHIP.



EMPIRICAL DESIGN MEETS PRACTICAL FUNCTION IN THE OSPREY DAYLITE

Microsite Map: Osprey Pack



Media Plan

Budget

Osprey's annual revenue is currently 60.5 Million US dollars. Taking ~10% of that annual revenue, the current advertising budget is set to be ~6 million dollars.

Competitors

Gregory Mountain Products has an annual revenue of $20 million. Taking 10% of that annual revenue, the current advertising budget is set to be $2 million.

Kelty has an annual revenue of $10 million. Taking 10% of that annual revenue, the current advertising budget is set to be $1 million.
Similar to each other, they both spend less than $5 million annually on advertising.

Various Media:

We would like to position our ads in platforms that resonate with young, active, and environmentally conscious women. Digital magazines and social media channels focusing on urban outdoor lifestyles, sustainable living, and fitness would be ideal. Additionally, publications and platforms popular among college students and young professionals in the Pacific Northwest should be prioritized to effectively reach this demographic

Get

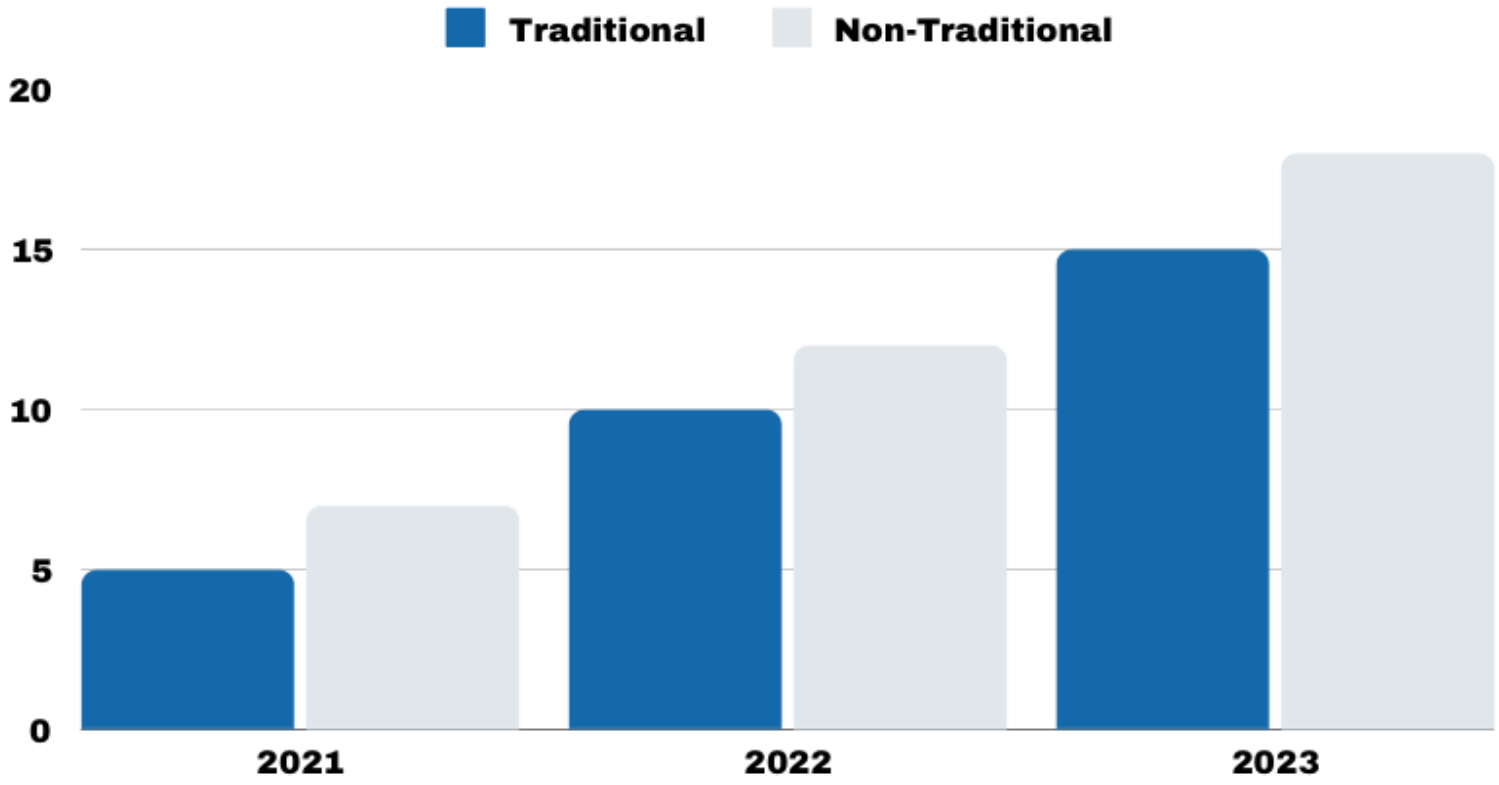
young, adventurous women (ages 18-25) who live, work, or study in metropolitan areas of the Pacific Northwest

TO

see Osprey as their go-to brand for stylish, durable, and functional backpacks

BY

Showcasing Osprey as the ultimate companion for their adventurous and urban lifestyles through bold social media campaigns, influencer partnerships, and sustainability-driven storytelling that resonates with their values and aspirations.


Traditional
Non-Traditional
20
15
10
5
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2021
2022
2023

FASHIONABLE.
FUNCTIONAL.
THE OSPREY DAYLITE BACKPACK.







Holds a fashion-forward look, so attach your favorite accessory and choose reliability that's ready for customization. Choose Daylight.

SHOP NOW

The Daylight has healing abilities. Not really but, we offer free repairs to keep your accessory hooks and zippers fully functioning. Whether you're commuting, running errands, or exploring the city, the Daylite has your back—literally.

SNUG.
SECURE.
THE OSPREY DAYLITE BACKPACK.



Offers a secure design with durable, water-resistant outer shell, to keep your essentials protected and dry.

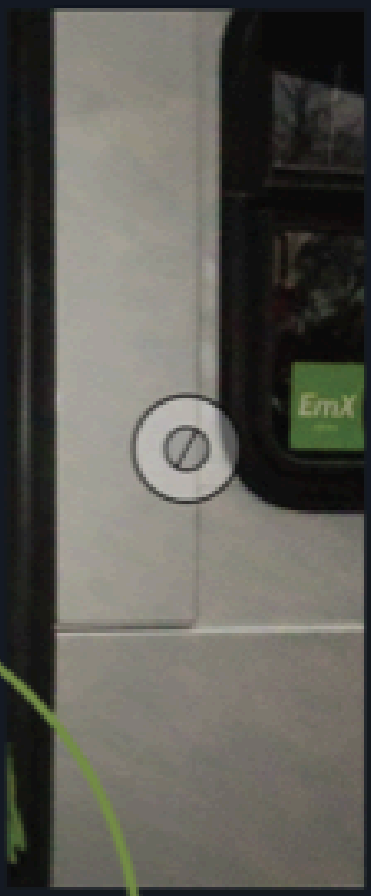
Provides a snug fit with adjustable straps, mesh-covered back panel, offering a lightweight, breathable comfort.

SHOP NOW

SLEEK.
STREET-SMART.
THE OSPREY DAYLITE BACKPACK.







Holds a sleek and polished profile, organized compartements for your laptop and other must-haves.

Built with street-smarts, with a compact form and a locked-in fit when navigating your busy city.

SHOP NOW

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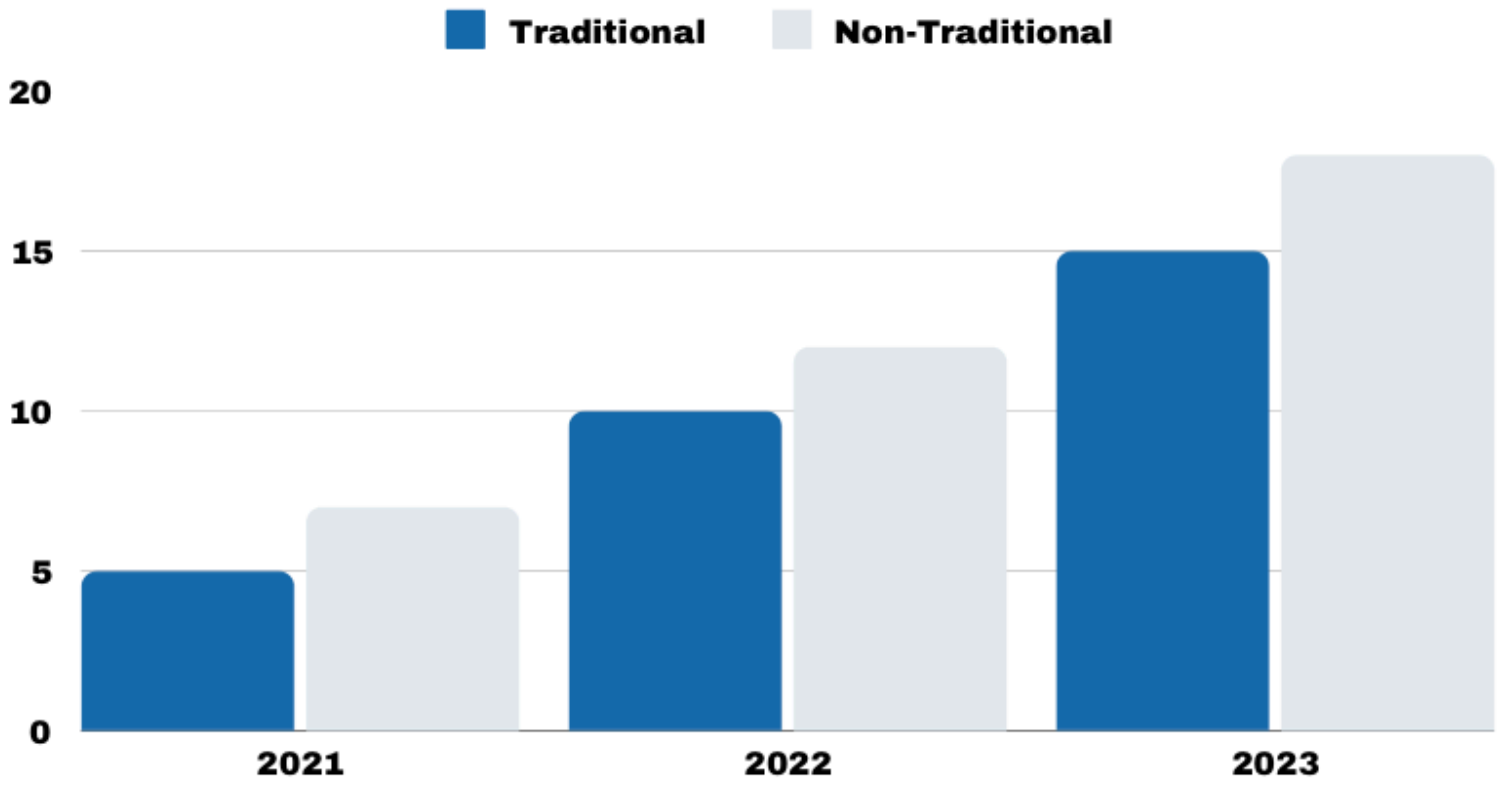
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WHY?

The Urban List - The Urban List has over 3 million subscribers and over 2.2 million social media followers across all platforms. They cater to an audience who values trends and lifestyle content, reaching a younger audience who value sustainability and functional gear.

Teen Vogue - Targets Gen Z and Millennial audience (13-24), who are fashion-forward and value sustainability, activism, and social justice.

Outside Magazine - Outside magazine has over 600,000 subscribers for their print edition. Their consumers are well-educated, active and eco-conscious.