

**RABBIT
ON
TOUR**

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ON
TOUR***

**GROUP 1923
CAMPAIGNS FALL 2021**



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EMMA SULLIVAN

PLANNING DIRECTOR

MY FAVORITE OUTDOOR ACTIVITIES ARE SKIING AND TAKING MY PUPPY FOR WALKS AT CLINTON LAKE



EVAN BAIL

CREATIVE DIRECTOR

MY FAVORITE OUTDOOR ACTIVITY IS GOING ON HIKES WITH MY FAMILY AND DOGS!



OLIVIA NOEL

PRESENTATION DIRECTOR

MY FAVORITE OUTDOOR ACTIVITIES ARE HIKING, HAVING PICNICS AT THE PARK, AND GOING TO THE BEACH



SHELBY HANDBERG

MARKETING/COMMUNICATIONS DIRECTOR

MY FAVORITE OUTDOOR ACTIVITIES ARE TAKING MY PUPPY TO THE DOG PARK AND WATCHING THE SUNSET



TAYLOR THIEME

ACCOUNT COORDINATOR

MY FAVORITE OUTDOOR ACTIVITIES ARE WALKS WITH MY MOM AND GOING TO THE BEACH

MEET THE TEAM

INTRODUCTION

THE CLIENT |

rabbit began with a mission to develop running gear that would change the industry.

Both lifelong and passionate runners, founders Monica DeVreese and Jill Deering teamed up and launched a specialty running apparel brand focused on quality and functionality.

rabbit symbolizes the playful spirit of the furry animal that fills children's books, and the pacesetter who sacrifices their own personal record for the betterment of others in a race.

rabbit strives to offer the best running apparel on the market, and to create a community of incredible individuals who can support one another in their running journey.

THE OBJECTIVE |

To increase rabbit's market share from 10% to 30% in three years.

rabbit wants to grow their market share and increase brand awareness while maintaining its customer engagement. With this taken into consideration, we have developed a campaign to target new consumers by expanding rabbit across the country, showcasing the quality, functionality and longevity of rabbit's products and finding ways to foster a more inclusive environment within the brand.



This semester, our class worked to create a campaign to aid our client, rabbit, in their goal of reaching 30% market share in the specialty running industry within the next 3 years.

The need for rabbit to expand their reach geographically, the opportunity for rabbit to highlight the quality, longevity and functionality of their products, the opportunity for rabbit to highlight the story behind their brand and the need for rabbit to create a more inclusive consumer environment.

RESEARCH |

Throughout the semester, our class conducted primary research and secondary research. The primary research included consumer interviews, a focus group and a survey that was distributed through Qualtrics XM. The secondary research included research on the client, competition, industry, audience and social media.

KEY TAKEAWAYS |

After analyzing the primary and secondary research conducted by our class throughout the semester, our group pulled out five key takeaways. These key takeaways include:

THE CAMPAIGN |

Based off these key research insights, our group decided to create a campaign with the main objectives of: Introducing rabbit to other geographic regions, increasing rabbit's brand recognition by creating a campaign that gains national participation, showcasing the quality, functionality, and longevity of rabbit's products, showcasing the breadth of attire rabbit offers and targeting a wide range of running levels to foster consumer feelings of inclusivity.

From this, ***rabbit on tour*** was born!

EXECUTIVE SUMMARY

PRIMARY RESEARCH





When conducting primary research, our class interviewed 10+ runners from various age ranges, locations, socioeconomic statuses, and levels of running. Through these one-on-one interviews, we identified distinct similarities of runner's wants, needs and sentiments across all demographics.

FUNCTIONALITY |

"Regular clothes work for going to the gym but as soon as you wear them for running you're gonna be damp and heavy and it won't be nice on a 14 mile run. Number 2, **the amount of pockets and options you have on the clothes.** Being a distance runner we always carry a lot of stuff. Keys, a phone, so many other things that are essential. Rabbit always has that."

- Lorena Millan

STORY/CAUSE |

"I definitely try to support smaller brands. I wore Tracksmith and Oiselle but I aligned more with the company Rabbit. And I liked the look of their clothes too. I prefer running in Rabbit. **I love that it's woman owned and that it understands what runners need.**"

- Kim Clark

LONGEVITY |

"Because of how often I run and how little I like to shop for new running clothes, **I need the clothes I wear specifically for running to pass the test of time.** I want to use my clothes for many wears and a long time, or else what is the point of paying a higher price?"

-Matt Bail

The focus group was conducted on November 9th at Garry Gribbles. There were 8 participants in total that ranged from in the focus group. A few of the main take aways were:

LONGEVITY |

The overall thing that the participants wanted to see in clothing that they buy from brands is longevity, that is what they said makes them most loyal to a brand. Everyone who had rabbit gear said that the fabric was unmatched and of great quality, but it is the price that keeps them from being a returning customer. One participant stated "I never thought I would love Lululemon, until I could keep wearing it over and over."

SOCIAL MEDIA |

When the participants were asked to the Instagram for rabbit the username had to be clarified. The participants said that they are most likely to engage with a brand if they post pictures of athletes in their gear. A few things they said they would like to see from Instagram would be more promotions and more inclusive groups of people running. A lot of people commented how the social media posts look very different from where they run. They talked about how none of them run in the mountains daily and most of them just run on the sidewalk or in the city.

STORY |

One of the other main points that the participants made was that buying from a brand that has an inspirational story is a huge reason why they shop at certain brands, however, they all agreed that they are not going to go out and do research on a brand. They all got their information on the backgrounds of brands by word of mouth or social media.

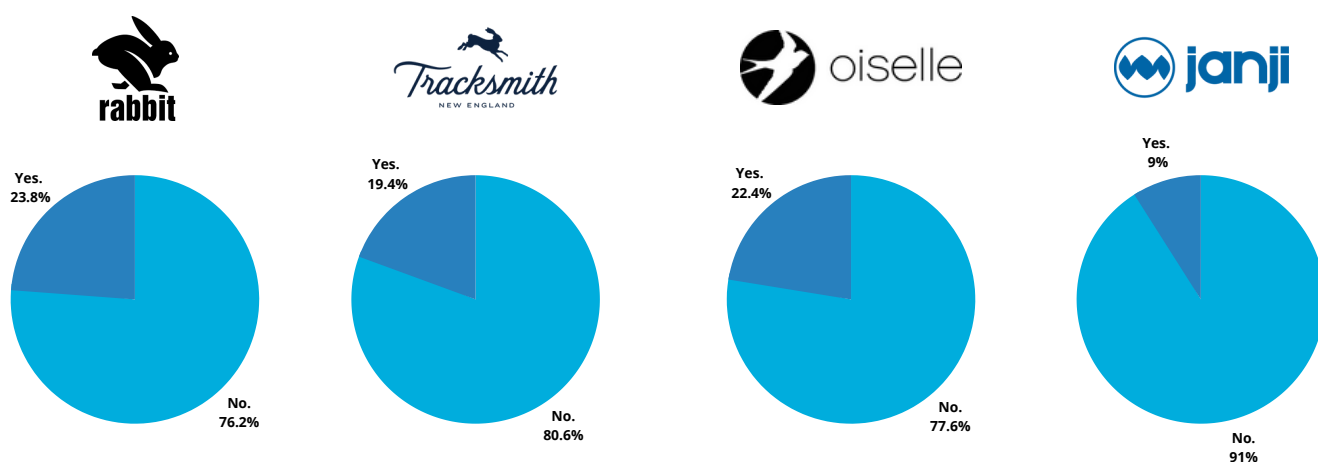
FOCUS GROUP

SURVEY

Using Qualtrics XM, our class distributed a 36 question survey to gain insight into the demographics, preferences, and buying habits of runners of all levels. It was distributed starting on November 2, 2021, through the Ad Astra email list, Facebook running groups, and interview participants. We gathered 358 responses that provided us further support to base our campaign on. The key findings are displayed below.

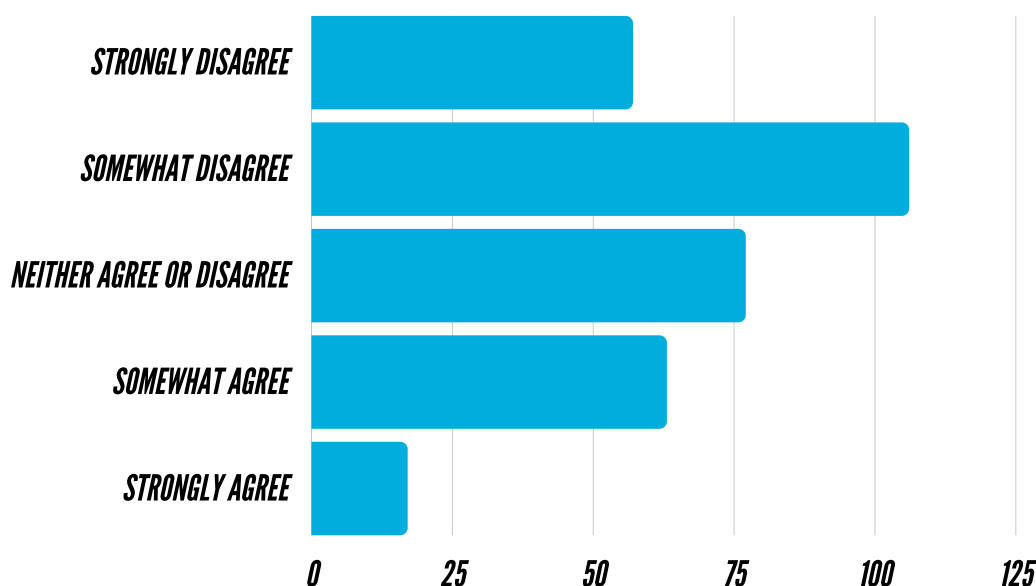
BRAND RECOGNITION

ARE YOU FAMILIAR WITH THE BRAND/COMPANY WITH THIS ACCOMPANYING LOGO?



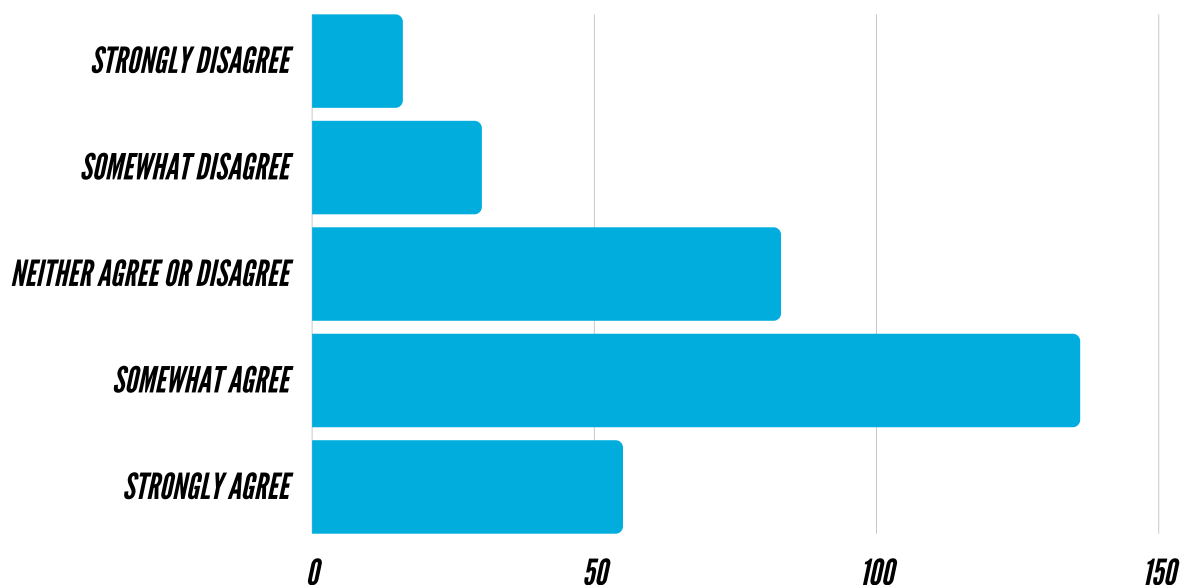
BRAND PREFERENCES

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT: WHEN IT COMES TO RUNNING CLOTHES, I PREFER TO BUY WELL-KNOWN DESIGNER LABELS RATHER THAN TAKE A CHANCE ON SOMETHING NEW.



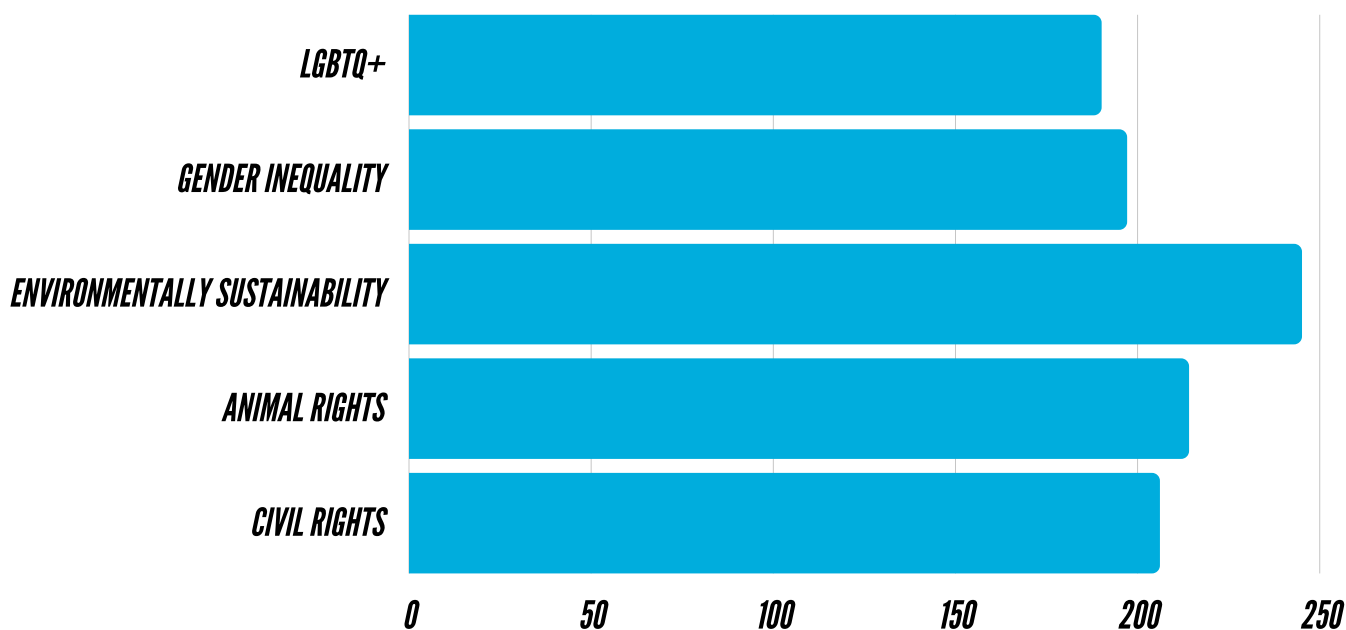
BRAND PREFERENCES

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT: I AM MORE LIKELY TO BUY FROM A RUNNING CLOTHING BRAND IF I CONSIDER THEM AN ETHICAL BRAND THAT GIVES BACK FOR A GREATER GOOD.



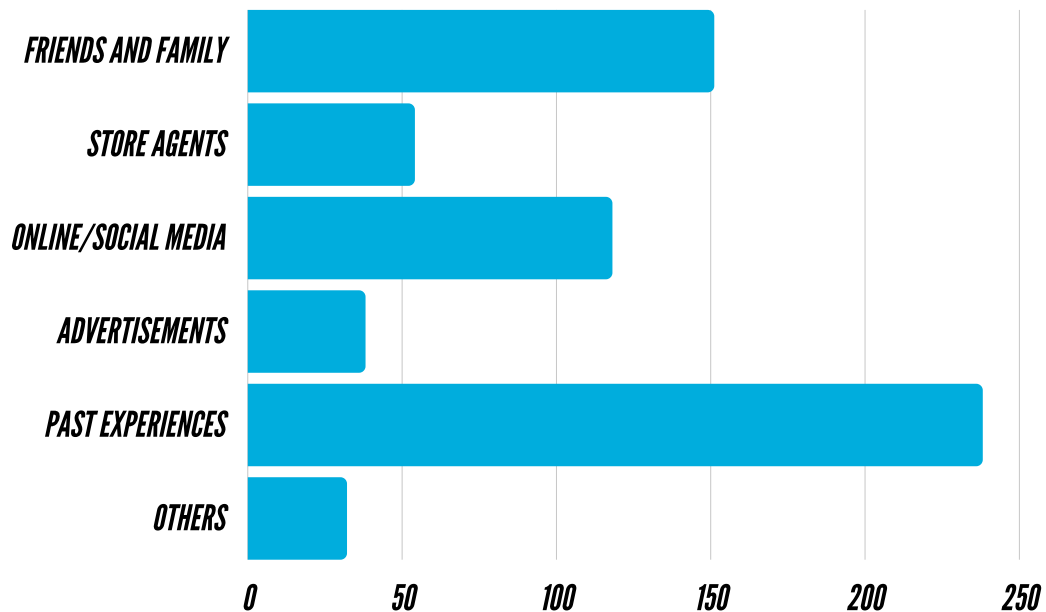
BRAND ALIGNMENT

HOW IMPORTANT ARE THE FOLLOWING CONSIDERATIONS/CAUSES WHEN CONSIDERING WHICH BRAND TO SUPPORT?



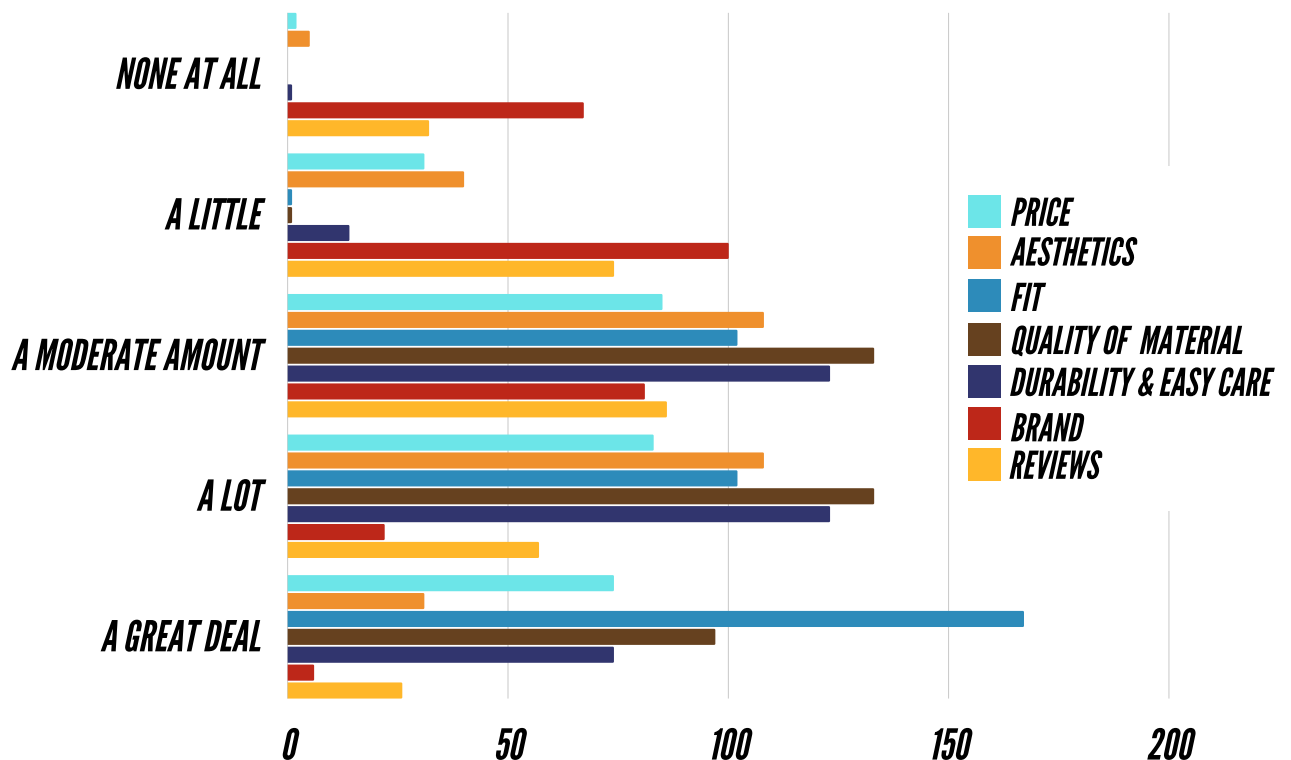
BUYING INFLUENCES

HOW MUCH IMPORTANCE DO YOU GIVE TO EACH OF THESE PARAMETERS WHEN BUYING RUNNING CLOTHES?



BUYING PREFERENCES

HOW MUCH IMPORTANCE DO YOU GIVE TO EACH OF THESE PARAMETERS WHEN BUYING RUNNING CLOTHES?



SECONDARY RESEARCH



COMPETITION



METHODOLOGY |

Through our classes secondary research, we gained helpful insights into rabbit's top competitors and what has made them successful.

Three competitors were researched, based on the brands identified during conversations with rabbit co-owner Monica DeVreese, Ad Astra fashion merchandiser Susie Fagan, and Ad Astra co-owners J. Jenkins and Grant Catloth. The competitors identified included Tracksmith, Oiselle and Janji.

TRACKSMITH |

- Target audience focuses on non-professional yet competitive runners
- Major emphasis on quality, functionality and longevity
- Preppy/prestigious, loud and aspirational branding that fuels feelings of exclusivity and elitism
- Started with menswear and then transitioned to womenswear

OISELLE |

- Target audience focuses on female athletes of all ages, paces and places
- Specific focus on track and field
- Emphasis on quality
- Activist Brand
 - "To Bergesen, Oiselle is a feminist brand that stands for body anonymity, equal pay, diversity and inclusivity." - Kara Goucher, professional long-distance runner
 - Mindset of women speak their mind
 - Strong risky leadership
- Exclusivity
 - "...has the opposite effect on people not on the team who perceive them as very exclusive." - Caitlin Connell, San Francisco runner
- Volée App

JANJI |

- Target audience of passionate runners and adventurers; specifically for trail
- Socially conscious with a dedication to fighting the global water crisis
- Clothing optimization for performance, durability and sustainability
- Unique and differentiated process

SWOT ANALYSIS

STRENGTHS

- Quality of clothing
- Loyal consumers
- Tight knit community (consumer-producer relationship)
- Active in the running community
- Availability (sold in brick and mortars)
- Backstory (KU graduate and women-owned business started by runners, for runners)

OPPORTUNITIES

- Expanding towards other regions outside of the West Coast
- Expanding sizing options to promote more body anonymity and positivity
- Expanding product line to include warmer weather clothing
- Championing a cause
- Partnering with a professional runner who can be an ambassador for the brand

WEAKNESSES

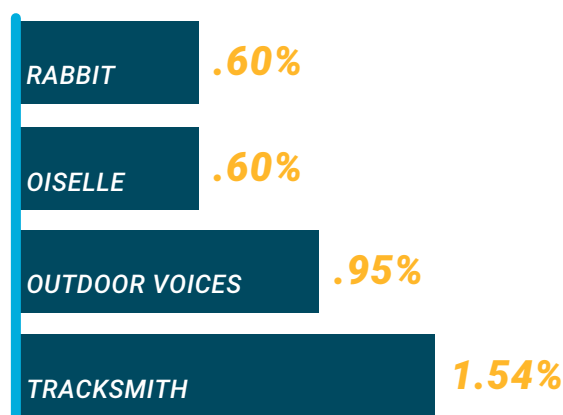
- Produced in another country
- Lack of variety in sizing and warmer weather clothing
- Sizes are skewed
- Lack of diversity in size and race of models
- Accessibility

THREATS

- Similarity to other brands (Tracksmith, Oiselle, Janji)
- Competitor brand market shares and brand recognition
- Industry leaders such as Nike and Adidas

SOCIAL MEDIA

INDUSTRY ENGAGEMENT RATES



33.1% | OF **INSTAGRAM** USERS ARE 25-34 YEARS OLD

25.7% | OF **FACEBOOK** USERS ARE 25-34 YEARS OLD

28.9% | OF **TWITTER** USERS ARE 25-34 YEARS OLD

Rabbit has both strengths and weaknesses in regards to social platforms. As depicted in the bar chart, Rabbit is on the lower end of engagement on their Instagram platform. Our class compared Rabbit to two different competitors and one well known industry brand.

With Rabbit being tied with Oiselle, this is an opportunity to increase engagement and surpass their competitor. Outdoor Voices is a well-known brand with a fairly high engagement rate considering their large community.

When comparing Rabbit to Nike or Adidas, we found that these social platforms were not comparable. These brands had extremely low engagement rates compared to the other brands we analyzed. We found that Nike and Adidas are too established to focus on engagement analytics. Their goal is less about building a community and more about selling products. This is an important insight since Rabbit has to ensure that the community aspect stays intact as they grow. Focusing more on value based posts will drive engagement, as well as promoting an inclusive environment.

The platforms with the most opportunity for growth are Instagram, Facebook and Twitter.

Rabbit should focus on providing more shareable content and value-over-promotion and sales posts. This will help create and sustain a loyal customer base and a strong community.

Video content is another important opportunity with changing social platform algorithms.

Platforms like Instagram are now favoring video content. Similarly, a tweet with a video is likely to get 10x more engagement than a regular tweet.

Industry and Consumer

INSIGHTS

INDUSTRY |

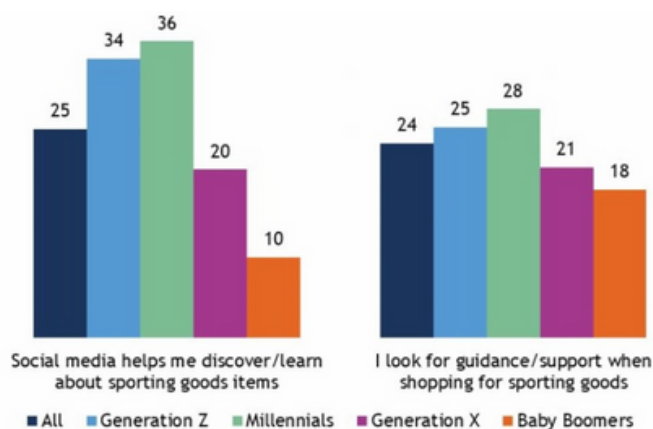
While conducting research on the specialty running industry, the overwhelming theme was that consumers are 44% more likely to shop in-store for their apparel, whether it be directly from the brand's specific outlet or any sporting goods store. This trend stems from consumers wanting to be confident in their purchases and they tend to feel more comfortable purchasing an item they can feel and try on before buying.

Trail runners, especially, want to make sure they are buying clothing that have breathable fabric to reduce the amount of sweat and heat their body produces. Another important aspect of clothing is functionality. Specialty running companies are beginning to take notice by adding in pockets large enough to fit phones, keys, and credit cards while still being discreet. This feature tends to be what sells the consumers on these items versus similar items without pockets.

CONSUMER |

While researching trail running consumers, we found that the breathability of the clothing is among the most important factors when they are deciding what to purchase. The most popular way of promoting sporting goods is through social media, especially with millennials.

Millennials, aged 25-40, are the generation that began the fight against the stigmatization of mental health. While reading about the inspiration of trail runners, we found that the runners are more concerned with the mental and physical benefits of running in nature rather than their personal accomplishments. The idea of eliminating some of the competition in the industry helps widen the margin for marketing to be more inclusive.



Information from Mintel: Exercise Trends

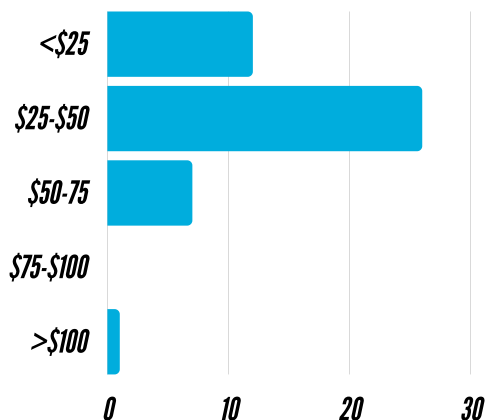
TARGET AUDIENCE



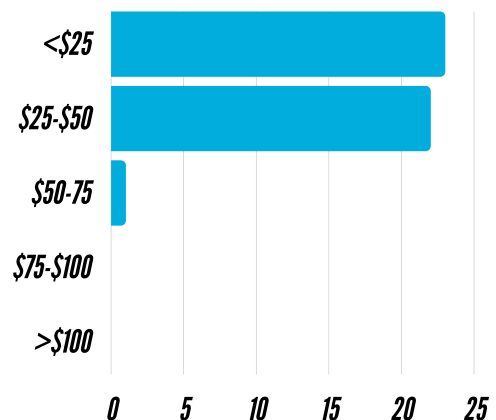
MEN AND WOMEN AGES 25-40 WHO ARE...

- Casually running 10+ miles weekly
- Employed full-time with an annual income >\$50,000
- Willing to spend discretionary income if they deem an item "worth it"
- Tech-savvy and socially active (both online and in-person)

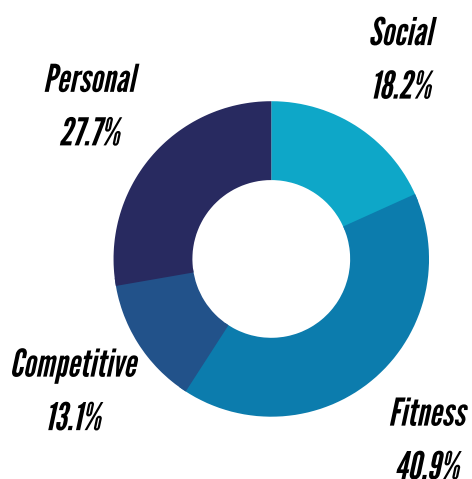
TYPICAL BUDGET FOR RUNNING SHORTS:



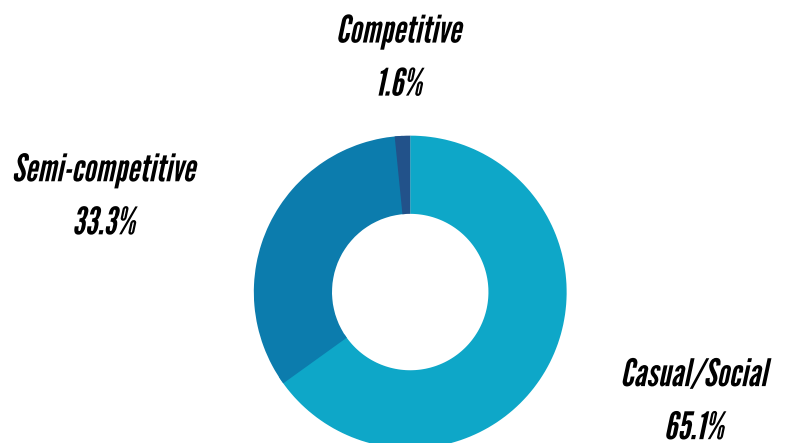
TYPICAL BUDGET FOR A RUNNING SHIRT:



REASONS FOR RUNNING



STYLE OF RUNNING



JIM TATUM, 31



TARGET AUDIENCE PERSONA #1

LOCATION: NEW YORK CITY, NEW YORK

INDUSTRY: SOFTWARE & TECHNOLOGY

RELATIONSHIP STATUS: SINGLE

ANNUAL INCOME: \$93,500

EDUCATION LEVEL: BACHELOR DEGREE

BIO:

Since his time on his high school track team, Jim has run both as a hobby to stay fit and competitively to stay connected with other runners in his community. He cares a lot about his outwards appearance and maintaining a good reputation, so he prides himself in being well-groomed and wearing nice clothing. That said, he does not particularly enjoy shopping and tries to do it as little and simple as possible. Living in a large city, he mostly runs in public parks and sidewalks, but he enjoys trail running when he gets the chance.

LIKES

- Eating a healthy, balanced diet (Pescatarian)
- Watching sports with his friends at local bars
- Traveling in & out of the country

DISLIKES

- Being stuck inside/socially isolated
- spending a lot of time shopping in-person
- Commitment

GOALS

- To hike mount everest
- To beat his last N.Y. marathon time (4:04:32)
- To eventually find a life partner who also enjoys running to share the hobby with

BRANDS



MEDIA USAGE



ADDIE LEWIS, 33



TARGET AUDIENCE PERSONA #2

LOCATION: KANSAS CITY, MO

INDUSTRY: REAL ESTATE AGENT

RELATIONSHIP STATUS: SINGLE

ANNUAL INCOME: \$88,000

EDUCATION LEVEL: BACHELOR DEGREE

BIO:

Addie got into running as a way to release some of her stress. She used to just go on runs with no preparation or tools, however, she slowly started working her way into the groove of running. She got a Garmin watch to help track her runs that syncs to an app. She also maneuvered out of basic Nike and Adidas clothing and started purchasing more specialty running brands. She now competes and travels for major trail runs around the country.

LIKES

- Huge passion for houses and interior design.
- She is a big believer in essential oils and natural remedies
- She enjoys doing yoga as a way to cool down from her runs

DISLIKES

- Slow Walkers
- Chaffing between her thighs when she is running
- Cramping during her runs

GOALS

- To find a comfortable clothing brand
- To place in the top 10 in a major race
- Continue trying to live her healthiest and best life.

BRANDS

ATHLETA



oiselle

MEDIA USAGE



01 BRAND STORY/CAUSE

Runners are more likely to buy a brand whose values they align with or a brand that supports a cause they find important. According to survey results, environmental sustainability is one of the main causes respondents find important. How can Rabbit align themselves with an environmentally sustainable cause that also aligns with their brand mission?

02 QUALITY, LONGEVITY & FUNCTIONALITY

Runners, specifically long-distance runners, search for very specific features in their clothing. It is not a one size, one style, one material fits all situation and consumers are pleased with the customized features Rabbit offers specific to runners.

While some consumers may be afraid of committing to purchasing from only one brand, they are not afraid of committing to a clothing item if they know it will last them for a longer amount of time. Consumers are willing to pay a higher price for a quality item that does not deteriorate over time. How can we highlight the quality, longevity and functionality of Rabbit's products?

03 GEOGRAPHIC LOCATION

Currently Rabbit has a high penetration in the West Coast, in terms of consumer following. Part of their brand ethos is a laid back California vibe and Rabbit would like to maintain this ethos while expanding into other regions. How can we expand Rabbit's recognition nationally while maintaining their California vibe?

04 INCLUSIVITY

From primary research gathered during the focus group and secondary research gathered about industry competitors, we have found that many consumers find specialty running brands as exclusive. How can we make Rabbit feel more inclusive to consumers?

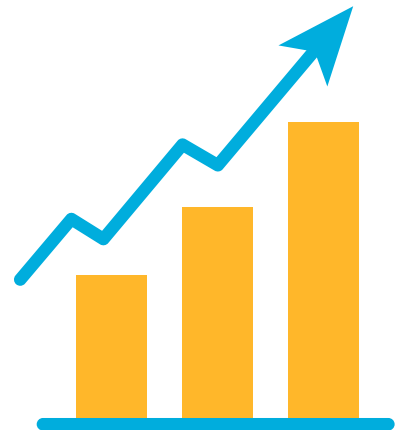
OUR CAMPAIGN



BUSINESS NEED

***TO INCREASE RABBIT'S MARKET
SHARE TO 30% IN THE NEXT
THREE YEARS***

HOW?



HOW CAN WE INCREASE RABBIT'S MARKET SHARE? |

There are two concrete ways of increasing rabbit's market share. One way to increase their market share is to target the consumers who are already buying rabbit's products, and get them to buy more. The other way to increase their market share is to target consumers who are currently not buying rabbit's products, and get them to start buying. As a group, we have decided to target the latter, consumers who are currently not buying rabbit's products.

This decision is backed up by our primary and secondary research. For example, according to rabbit co-owner, Monica DeVreese, rabbit already has very loyal consumers. Once people try rabbit and begin to use their product consistently, they come back to buy more products. These loyal rabbit consumers make up the 10% of their current market share. That means that there is massive opportunity awaiting within the other 90% of the market, the consumers who do not currently buy rabbit.

SO, THE QUESTION BECOMES:

How can we introduce **NEW CONSUMERS** to the brand rabbit and get them to start buying their products?

CAMPAIGN GOALS |

In order to increase market share by introducing rabbit to new consumers, our group has decided that we need to:

- 01 EXPAND RABBIT'S REACH GEOGRAPHICALLY BEYOND CALIFORNIA**
- 02 FIND WAYS FOR RABBIT TO FOSTER A MORE INCLUSIVE COMMUNITY**

CAMPAIGN STRATEGIES

01 INTRODUCING RABBIT TO
OTHER GEOGRAPHIC REGIONS

02 SHOWCASING THE QUALITY,
FUNCTIONALITY, AND LONGEVITY
OF RABBIT'S PRODUCTS

03 TARGETING A WIDER RANGE
OF RUNNING LEVELS TO FOSTER
CONSUMER FEELINGS OF
INCLUSIVITY

INTRODUCING...



RABBIT ON TOUR

Our campaign, *rabbit on tour*, takes rabbit's love for trail running to a new level. We planned a cross-country run to take matters into our own hands, physically bringing rabbit to the East Coast. By running across the country we will also be introducing rabbit to other regions along the way. The rabbitPRO team, a caravan, and a three month trek are waiting, ready to take rabbit to the next level.

WHEN |

August 15th - November 15th

This three month period was chosen based on consistent weather conditions during this time period. We also took into account that this period because this campaign will be driving traffic to the brand's website just in time for the holiday season.

WHO |

10 members of the rabbitPRO team will be running across the country by taking shifts dependent on availability. The team will be escorted by a branded van with all of the necessities needed to keep the runners safe and healthy.

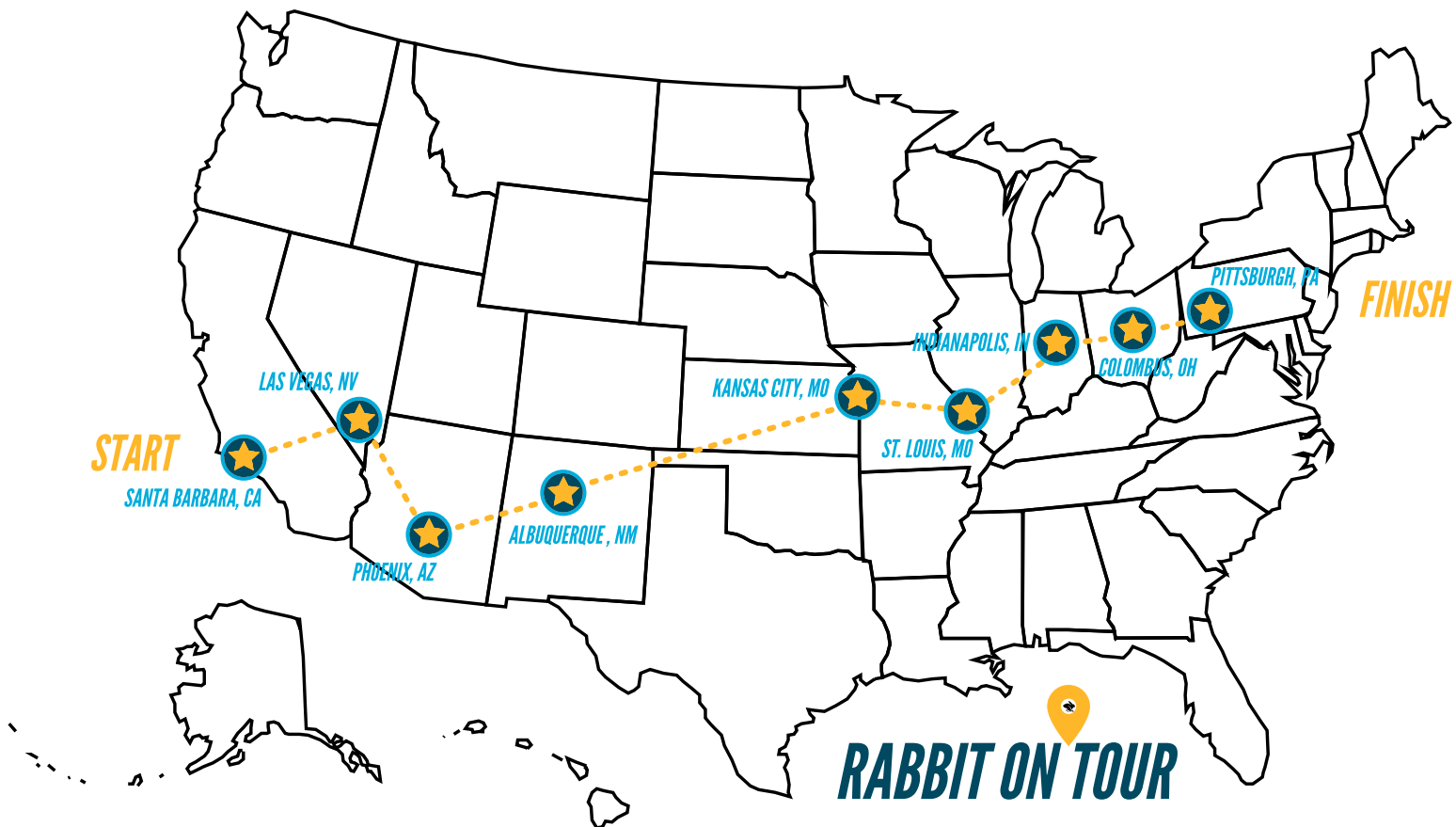


WHERE |

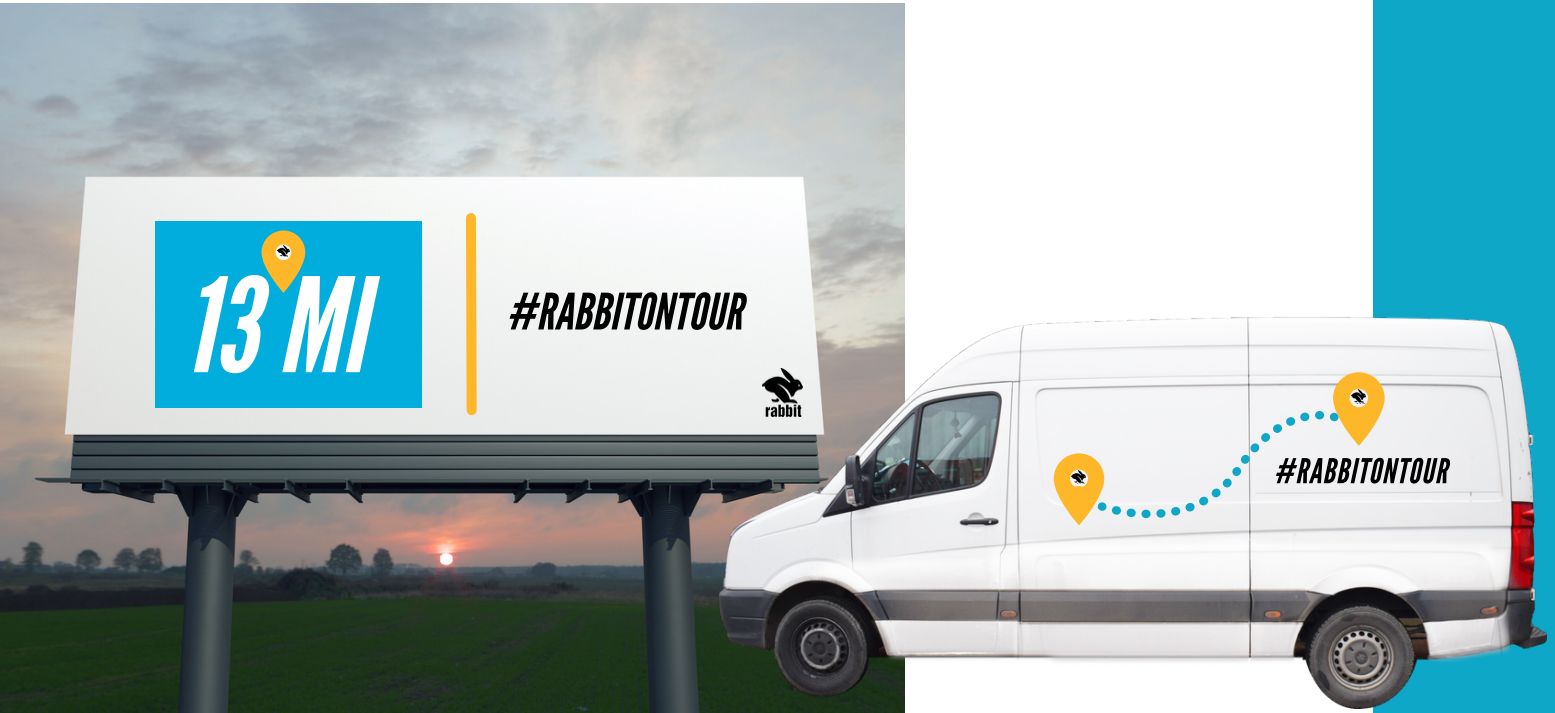
The run will start in Santa Barbara, California, where rabbit is based out of, and end in Philadelphia, Pennsylvania. The cities stopped at along the way will include: Las Vegas, Nevada, Phoenix, Arizona, Albuquerque, New Mexico, Kansas City, Missouri, St. Louis, Missouri, Indianapolis, Indiana, Columbus, Ohio and Pittsburgh, Pennsylvania. These stops allow for runners to be switched out at these locations and are also heavily populated areas which allows for marketing, events and brand recognition efforts to take place.

THE TRAIL

For this specific trail across the country, we took inspiration from the route that Dean Karnazes, an American ultra-marathon runner and author of *Ultramarathon Man: Confessions of an All-Night Runner*, took during his run across the country.



MARKETING



BILLBOARDS |

Billboards are a great way to get exposure, a study from Imagine Express said that 71% of Americans reported reading and paying attention to billboards while driving.

During the *Rabbit on Tour* race, there would be billboards across each state that the tour is going through. The concept is to get people of all lifestyles involved with participating and watching rabbit-on-tour.

The billboard is designed to be simple so that it peaks drivers' interest and directs them to the rabbit website.

VAN LOGO |

As the runners for *rabbit on tour* travel across the country, there will be a rabbit van that follows. This van will be used for breaks and to store essentials during the run such as food and gear.

The purpose of the van will be far more than functionality; it will promote brand awareness. We want people to see the rabbit van and become instantly curious.

With a bold design and the rabbit logo, the *rabbit on tour* van will be nothing short of eye catching.

WORD OF MOUTH |

We want this to be an event that gets people talking. A great deal of marketing is primarily word of mouth, so then people can express their interest to other people. We are hoping that eventually news media picks up on the story and this could be something that the country would follow along with.

GIVING BACK

PARTNERING WITH A CHARITY |

Partnering with a charity will allow *rabbit on tour* to align themselves with a cause. The charity that we have selected is the National Park Foundation.

The National Park Foundation works to protect all wildlife and national parks along with conserving the history and culture of the land. They also aim to help educate the youth about why we need to protect our national parks and ways they can get involved.



TRAIL PROTECTION |

Another major part of the National Park Foundation is the trail protection services that they offer. The National Park Foundation protects over 400 national parks across the United States. They help protect and restore the conversation of the land, the wildlife and help make positive changes to better the parks. In 2019, the National Park Foundation helped build and maintain over 420 miles of trails, save 14 different species habitats, reinstate 190 miles of waterways, and plant over 71,000 trees and plants!

DONATING 10% OF PROCEEDS |

Since we are partnering with a charity, we wanted to incorporate a way that we could donate a portion of the proceeds that are made from the rabbit-on-tour race.

By donating 10% of the proceeds to the fund. This is a way to engage a new audience that might not be aware of Rabbit as a company but have a passion for the National Park Foundation and trail preservation.

RETAIL

PARTNERSHIP

While creating our campaign, our group was trying to find a way to make rabbit more nationally accessible, and therefore more inclusive, to a wider target audience. Upon further research, we found that rabbit products were available in the nationally recognized retail store, REI. We believe that there is ample opportunity for rabbit to build off this by furthering their relationship with REI.

ABOUT REI |

REI is a retail store and outdoor recreation services corporation that believes "a life outdoors is a life well-lived." They are organized as a consumers' cooperative which means that they are a business that belongs to the consumers who use them.



REI has a large focus on environmental stewardship and this year, REI launched a new program called the *Cooperative Action Network*. According to REI, this program is a "grassroots advocacy toolkit that builds on the co-op's decades of policy and advocacy work and gives everyone in our community an easy way to stand on policies and legislation that impact the outdoors." The specific policies this collective focuses on are those of climate action, outdoor equity, and outdoor spaces such as National Forests all the way to public lands.

HOW DOES THIS RELATE TO RABBIT? |

Running is mostly an outdoor sport and runners tend to utilize public trails and parks for their runs. Keeping these spaces up-kept and available to all is a mission that aligns closely with rabbit's brand along with the charity chosen for our campaign. rabbit could work alongside REI to further this collective while also furthering their brand recognition in REI stores.

RABBIT X REI |

rabbit can already be found in REI stores. The hardest part is over. Now rabbit needs to market that their products are available in such retail stores. This allows rabbit to promote consumer feelings of more accessibility and inclusivity within their products. When rabbit highlights that they are in specialty running stores across the country, lower-level runners may be less likely to go to these stores to shop rabbit. However, if rabbit can be accessed in a retail store such as REI, where consumers can go to buy a multitude of products that are not just running focused, they may be more apt to shop for rabbit.

RABBIT TRIAL

RABBIT-TRAIL? HOW ABOUT RABBIT-TRIAL!

Through our primary and secondary research, we concluded that rabbit has a better chance of consumer turnover when their products can be touched, worn and experienced. The question becomes, how can we incentivize people to try rabbit?

We want to push people to try rabbit through a discount incentive program so that they can feel the quality of rabbit's products and are furthermore incentivized to purchase the product in the future.

SEE IT TO BELIEVE IT |

rabbit differentiates themselves through the quality of their clothing, and this means that people have to see and feel the items in order to believe it. This is where rabbitTRIAL comes into play. Runners will be told that they can go to their local REI or on rabbit's website and purchase a shirt for a flat rate of \$35 at any point during the tour. They will be encouraged to run in the shirt and test out the quality for themselves. This will promote sales even after the tour is over.

EMAIL MARKETING |

From our research we understand that email marketing plays a large role in rabbit's marketing strategy. In order to tie this into our campaign, individuals who want to take advantage of the discounted shirt will have to sign up for rabbit's email list. After sign up, they will receive an email with their discount code and various REI locations that they can visit if they want to purchase in person.

BRAND RECOGNITION |

The more people who participate in rabbit Trial, the more brand recognition there will be. We are trying to encourage as many people as possible to take advantage of the limited time rabbitTRIAL offer. Participants can post on social media with their shirt using the hashtag #rabbitontour, and this will promote recognition both in-person and online.

SOCIAL MEDIA

#rabbitOnTour

POSTS |

To introduce Rabbit products to other geographic regions than the West, we will post throughout the run to show the different clothing items available for any and all climates. These posts will be shared across all of Rabbit's social media pages.

VLOGS |

Forming a tight knit community is important to Rabbit, which is why we believe filming short vlogs during the run will help the rabbit customers feel like they're running alongside of the team. The vlogs also act as an easy way to raise awareness of the run on the internet, causing more public interest in learning about the runners and brand.

HASHTAG |

#RabbitOnTour will be included in every social media post to make content discoverable and picked up by other accounts. This will foster a sense of community online because people will be encouraged to use this hashtag when posting in their Rabbit gear which will expand the audience online.

INSTAGRAM/FACEBOOK STORIES |

To increase engagement and direct communication with followers, the Instagram and Facebook stories will be interactive, including stickers, polls, "this-or-that," asking questions, and always reposting when customers tag us in photos wearing Rabbit gear.

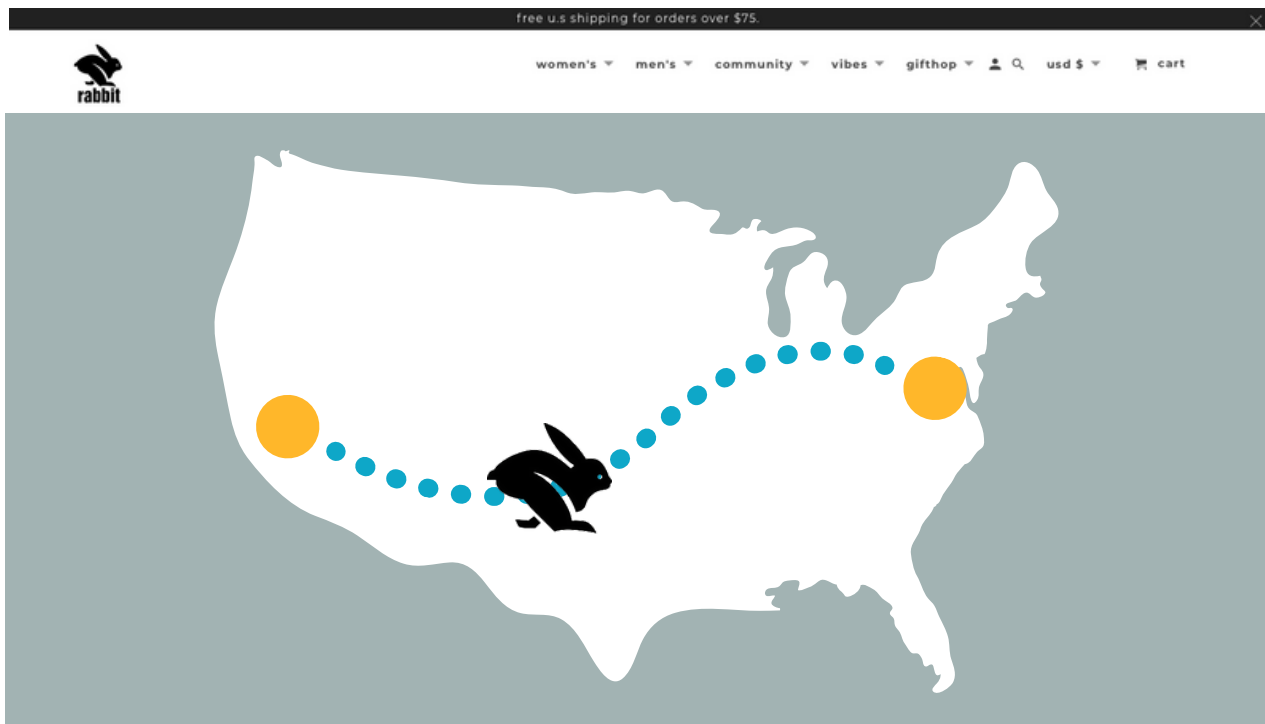
FREQUENT EMOJIS:

TONE: *LIVELY, MOTIVATING, CASUAL*



FOLLOW ALONG

with #rabbitontour

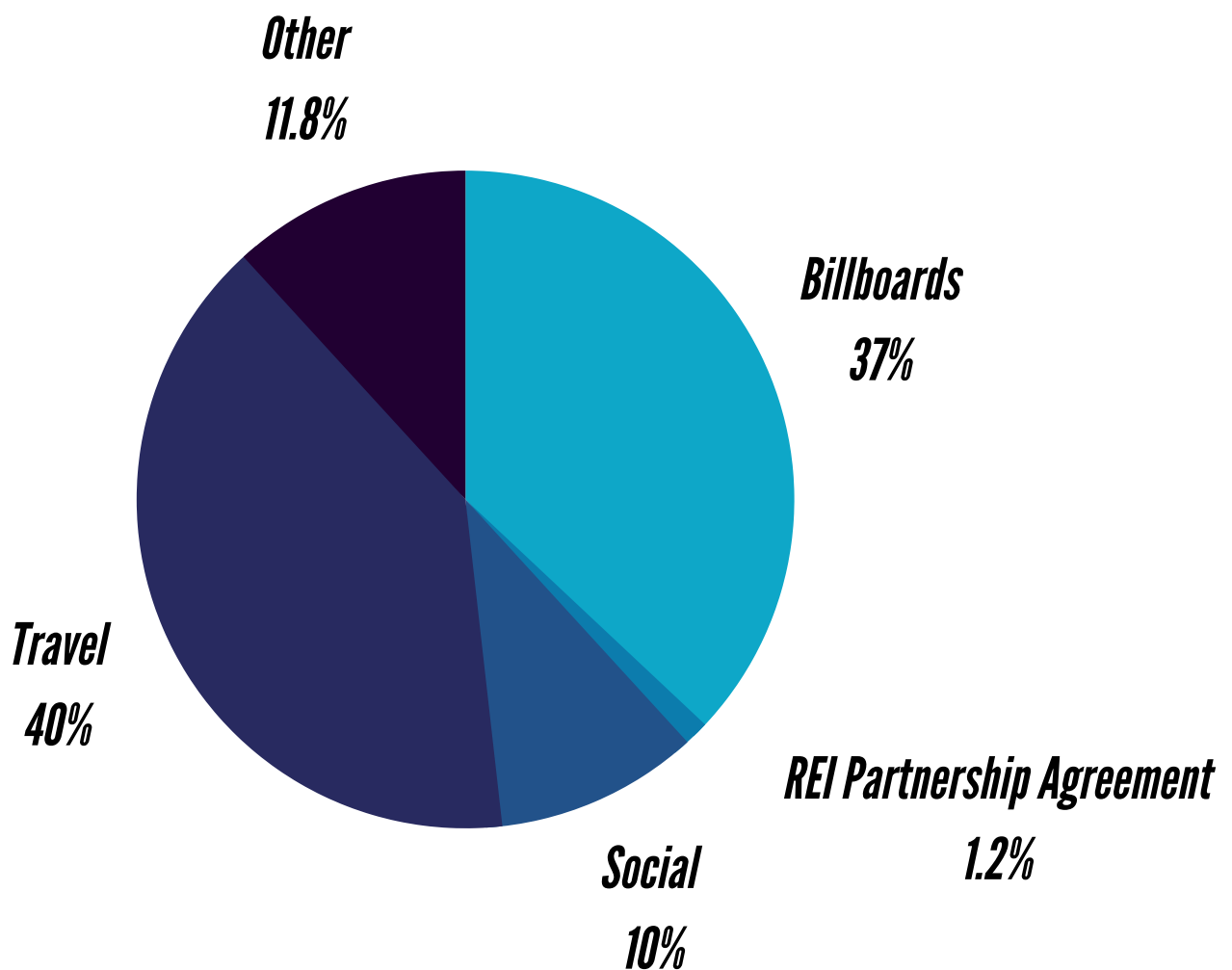


In order to provide an interactive element for the rabbit community, there will be a map on the rabbit website which tracks where the runners are in the country. We would also recommend adding a card to every order that has a QR code leading to this page on the website, and has more information on the run. This will keep people interested in staying up to date with the progress of *rabbit on tour* and therefore, increase traffic to the website.

BUDGET

TOTAL: \$50,000

Out of the total \$50,000 budget, these categories are the biggest expenses to be taken into consideration while planning *rabbit on tour*.



THANK YOU

DAVID JOHNSTON

MONICA DEVREESE

JILL DEERING

SUSIE FAGAN

J. JENKINS

GRANT CATLOTH

JAN-ERIC ANDERSON