

Orvis Wingshooting Rendezvous

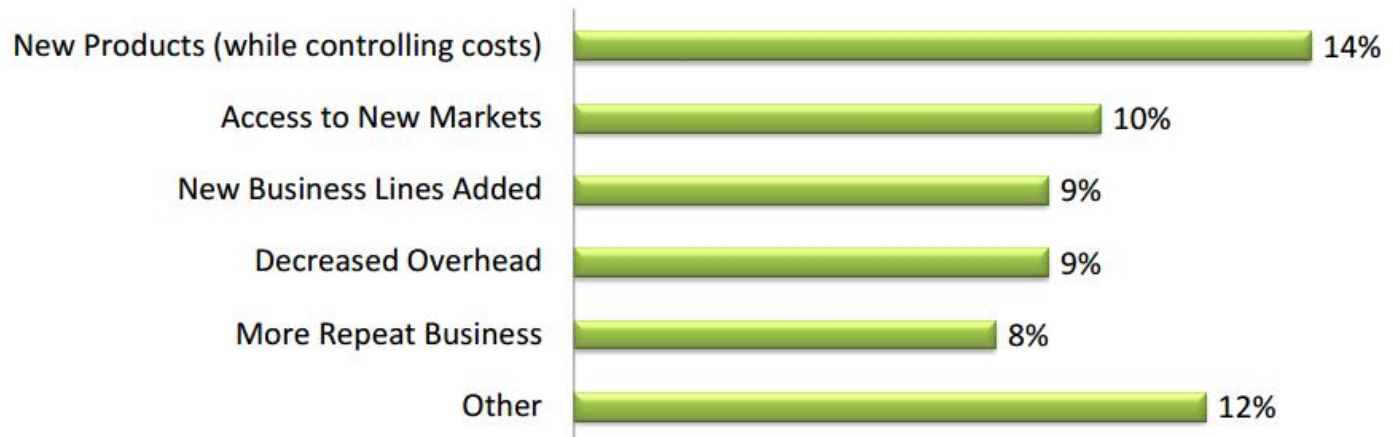
Pursell Farms, Alabama
August, 2016



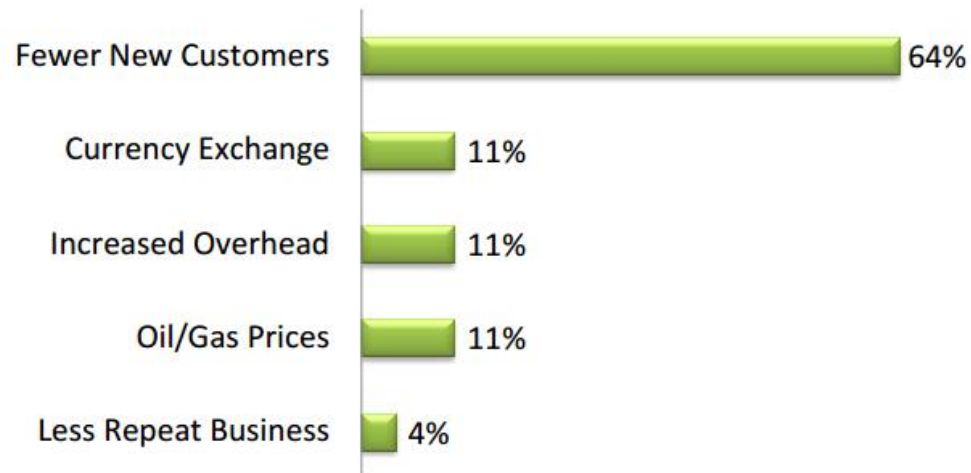
Points of Discussion for today:

- Trends we are watching in the Adventure Travel world
- Describe my vision for OA, what excites me about the role.
- What excites me about WS opportunities specifically?
- Orvis Brand Framework
- “Get Wild” Marketing Campaign
- Hit on codes of ethics/partnership/service standards – How they feed the Of the year Winners

PRIMARY FACTOR INFLUENCING NET PROFIT PROJECTIONS POSITIVELY



PRIMARY FACTOR INFLUENCING NET PROFIT PROJECTIONS NEGATIVELY



We know the challenges. How do we conquer them?

- Continue to be innovative in the way we market our endorsed partners
- Develop ways for Orvis to directly sell endorsed partners to our customers
- Ensure excellence of current partners, prospective partners, and ourselves.
- Attract new people to the sport
 - Retail Store involvement
 - Social Media
 - Schools
 - Endorsed Partners
 - Marketing Efforts

ATTRACTING NEW CLIENTS



MERCURY **csc**

POLL: OUTDOOR ENTHUSIASTS

WHY THEY NEVER TRIED?

- NEVER HAD THE OPPORTUNITY
- DON'T KNOW ANYONE WHO DOES IT
- DON'T KNOW HOW
- DON'T HAVE THE EQUIPMENT
- DON'T LIVE NEAR A LOCATION

ATTRACTING NEW CLIENTS



POLL: OUTDOOR ENTHUSIASTS

WHAT WOULD ENTICE THEM?

- PART OF ANOTHER EXPERIENCE
- CHANCE TO DO IT WITH FRIENDS/FAMILY
- LESSONS
- EQUIPMENT TO USE/BORROW
- AN INVITATION

How do we conquer the barriers of entry?

- Schools
- Celebrating our endorsed partners
- Blog Content from schools and endorsed partners
- Befriending folks in social media who have a following.
Developing this as an ambassador program.
- Natural Search terms being welcoming
- Language in our marketing materials being thorough,
but not overwhelming.
- Podcasts
- Celebrating women in the sport
- A common bond is the dogs, celebrate the dogs



Instagram

Category	Count
Pheasant	129,525
Quail	123057
Pheasants	31,026
Pheasant Hunting	28,670
Bird Hunting	28,565
Bird Dogs	26,558
Bird Dogs of Instagram	24,335
Woodcock	12,338
Pheasants Forever	12,037
Wingshooting	7,670
Ruffed Grouse	5546
Ruffed Grouse Society	3,682
Orvis Hunting	2,134
Woodcock Hunting	1,268
Georgia Quail	16



jasondboles

Follow

orangedogoutfitters, butch_1411, 81w
janerhicks and issa_marto like this

jasondboles A day well spent.
#GeorgiaQuail

issa_marto Did you pop any down? 🦋

jasondboles Very successful hunt
@issa_marto ... I was fortunate to hunt w/
great people over incredible dogs at the
amazing #SouthWindPlantation in
Bainbridge, Georgia.

jasondboles Needless to say @issa_marto
we have a freezer with a healthy meal of
quail waiting to meet the Big Green Egg. :)

issa_marto That is awesome!!! 🍗 hope you
had fun and can't wait for the possible ski
trip also

♡ Add a comment...



ORVIS[®] BRAND FRAMEWORK



FISHING

Hunting

Adventures



MEN'S

Dogs

Gift & Home



WOMEN'S



ORVIS
SPORTING TRADITIONS
Since 1856



TARGET AUDIENCE

Who are we talking to and what do they care about?

FRAME OF REFERENCE

Where do we compete functionally and emotionally?

BRAND DIFFERENTIATOR

What do we do better than anyone else?

BRAND BELIEF

What do we care about most? What will we fight for?

BRAND PROMISE

What do we deliver? What is our commitment to our customers?

BRAND CHARACTER

What is our personality? What motivates us?

BRAND MISSION
To inspire a deep connection
to adventure and wonder
in the outdoor world.





CONSUMER INSIGHT

The life I want to live is one with depth and meaning.
I'm seeking deeper connections and experiences with the outdoors for a more inspired life.

TARGET AUDIENCE

Curious consumers who are seeking to explore and connect with the world around them to attain a more meaningful life.

RATIONALE: Intellectual curiosity is a hallmark of Orvis customers. Those seeking to connect with the world around them are more likely to purchase products that will make their experiences positive and memorable.



Who are we talking to and what do they care about?

ORVIS[®]
SPORTING TRADITIONS
Since 1856



BRAND DIFFERENTIATOR

At our core, we are a fly fishing and wingshooting brand. We are inspired by nature, driven by curiosity and fulfilled by adventure. We are proud to own, use and share our products and are committed to offering experiences that help you live your most rewarding life.

RATIONALE: From its inception, Orvis has been led by outdoor enthusiasts who live the life they promote. Orvis has focused on inviting people into our way of living by providing high quality fly fishing and wingshooting products. Orvis strives to share our deep knowledge and passion for the outdoors with others no matter their skill or comfort level.

What do we do better than anyone else?

ORVIS
SPORTING TRADITIONS
Since 1856



FRAME OF REFERENCE

We are the trusted source of discovery and adventure in the natural world.

RATIONALE: Orvis provides inspiration for those seeking greater connections with the natural world. With over 150 years of successful product development in the outdoors, Orvis has established itself as a trusted provider.



Where do we compete functionally and emotionally?





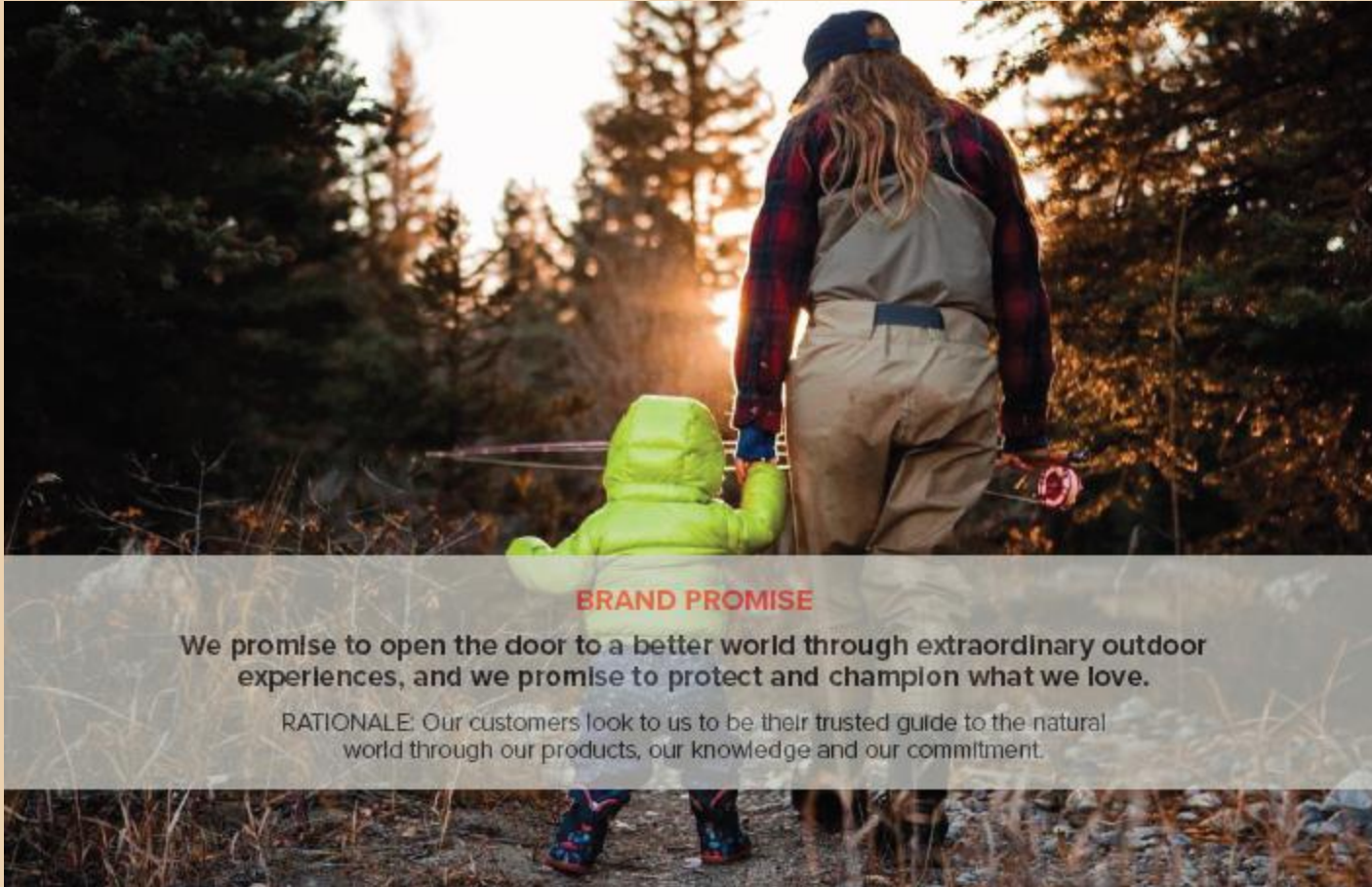
BRAND BELIEF

We believe the most meaningful experiences are created by sharing the love of nature and being inspired by its endless possibilities.

RATIONALE: Orvis promotes nature as a key source of adventure, discovery and fun. Experiences in nature lead to more fulfilling and meaningful lives.

What do we care about most? What do we fight for?

ORVIS[®]
SPORTING TRADITIONS
Since 1856



BRAND PROMISE

We promise to open the door to a better world through extraordinary outdoor experiences, and we promise to protect and champion what we love.

RATIONALE: Our customers look to us to be their trusted guide to the natural world through our products, our knowledge and our commitment.

What do we deliver? What is our commitment to customers?

ORVIS[®]
SPORTING TRADITIONS
Since 1856



BRAND CHARACTER

We are passionate, curious, fun, caring,
inviting and authentic.



What is our personality? What motivates us?

GET WILD.

ORVIS

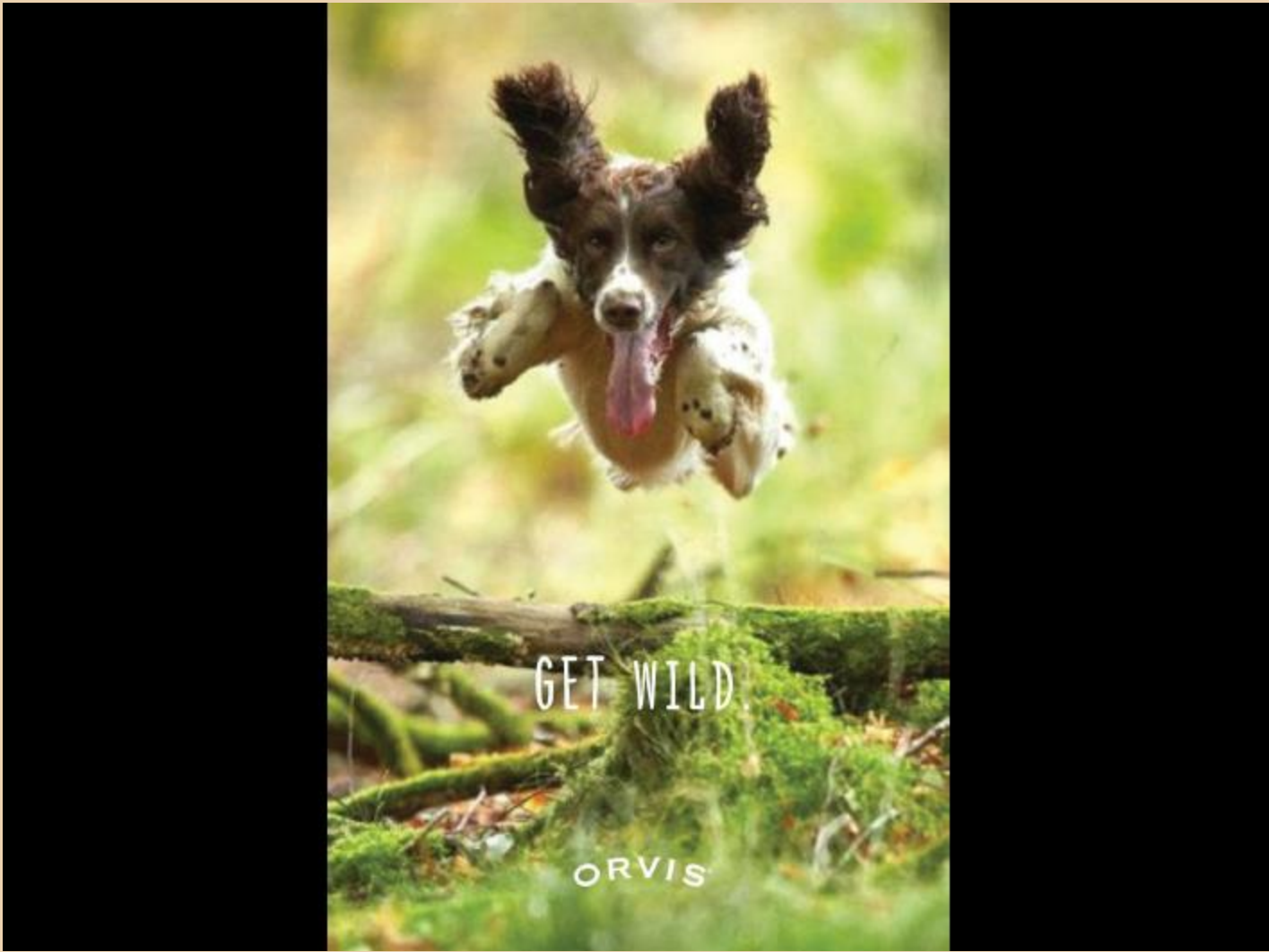
ORVIS[®]
SPORTING TRADITIONS
Since 1856

GET WILD.



ORVIS

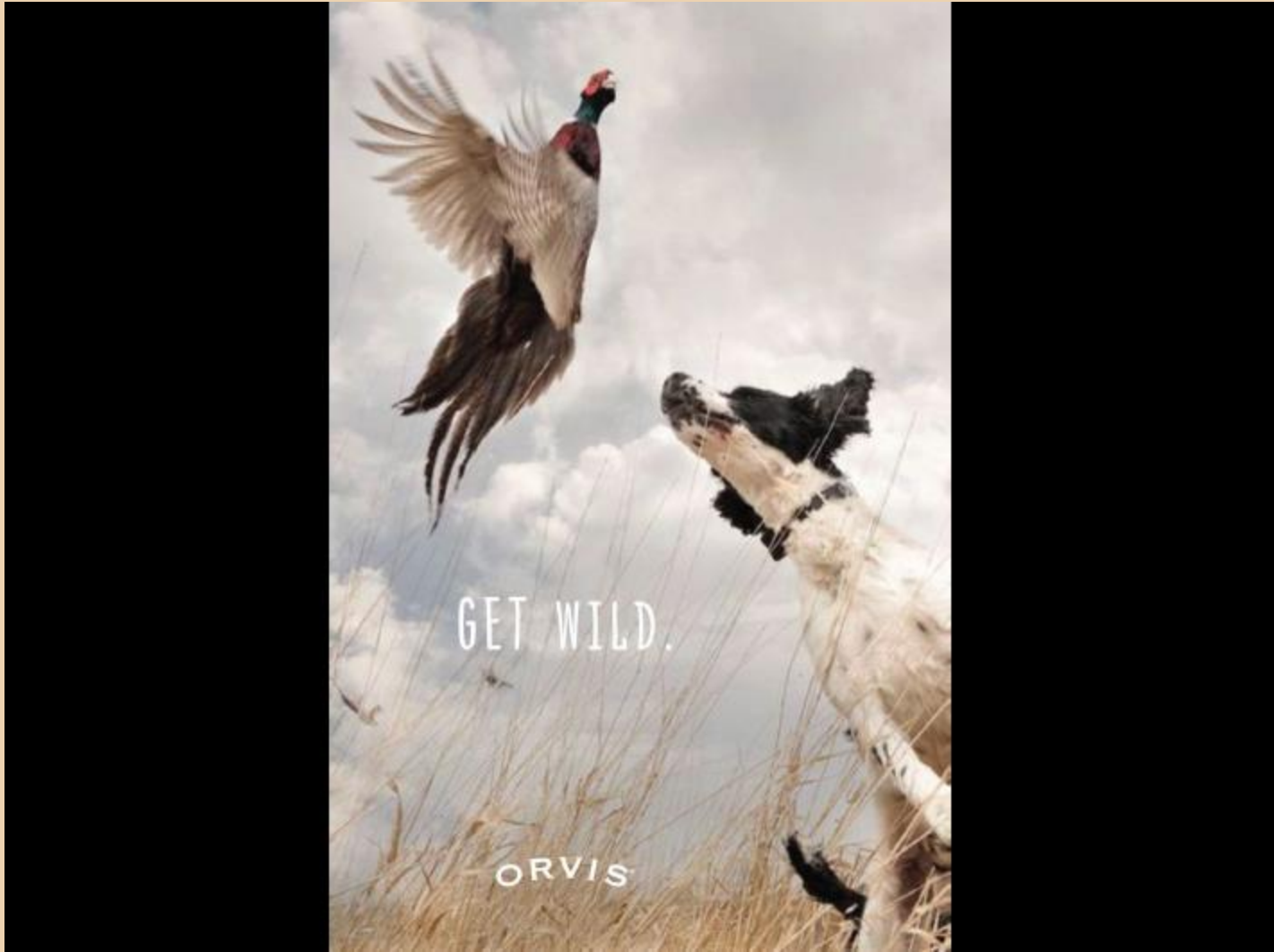
ORVIS[®]
SPORTING TRADITIONS
Since 1856



ORVIS[®]
SPORTING TRADITIONS
Since 1856



ORVIS[®]
SPORTING TRADITIONS
Since 1856



ORVIS[®]
SPORTING TRADITIONS
Since 1856



GET WILD.

ORVIS

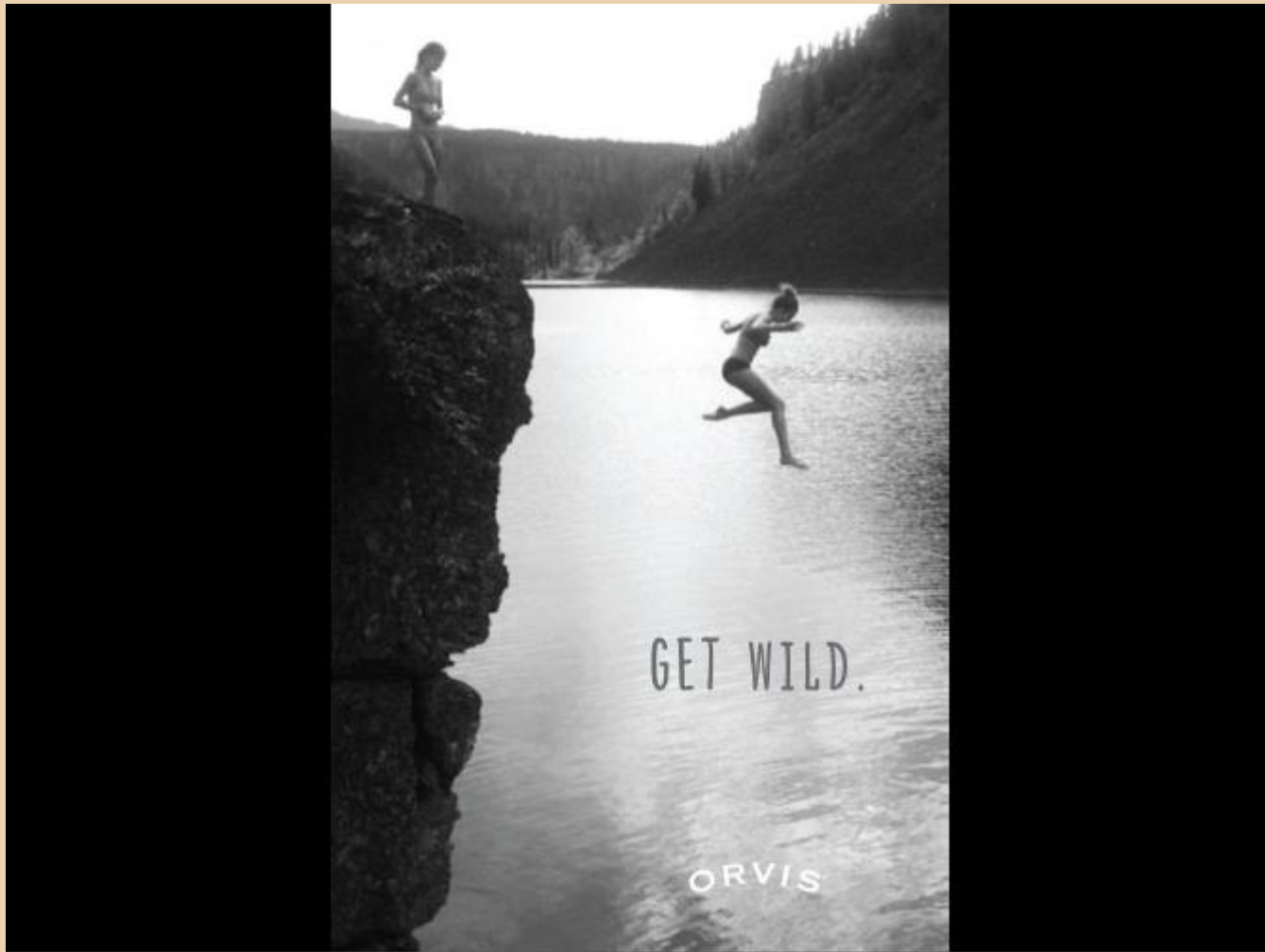
ORVIS[®]
SPORTING TRADITIONS
Since 1856

GET WILD.



ORVIS

ORVIS[®]
SPORTING TRADITIONS
Since 1856



GET WILD.

ORVIS

ORVIS[®]
SPORTING TRADITIONS
Since 1856



GET WILD.

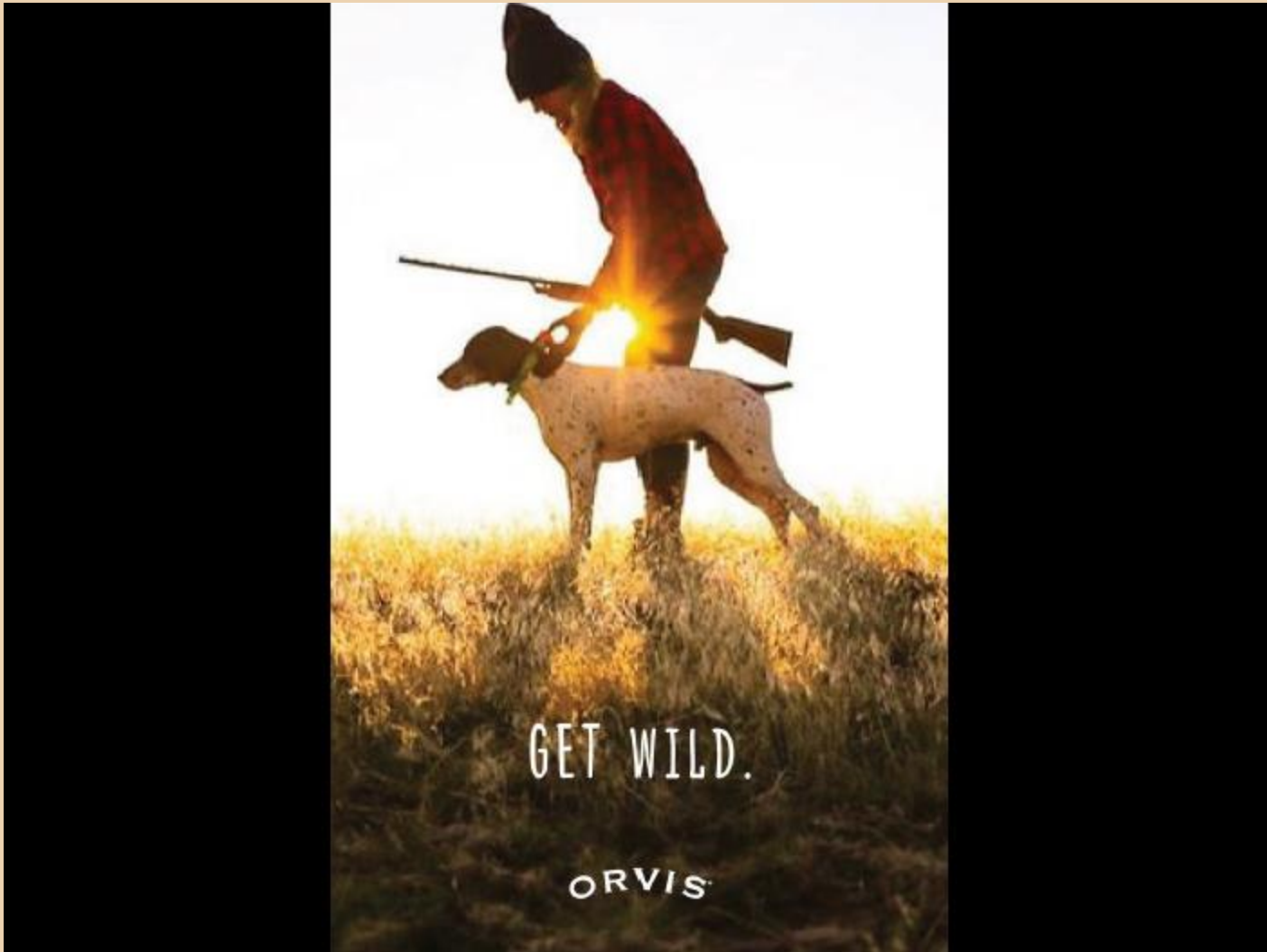
ORVIS

ORVIS[®]
SPORTING TRADITIONS
Since 1856

GET WILD.



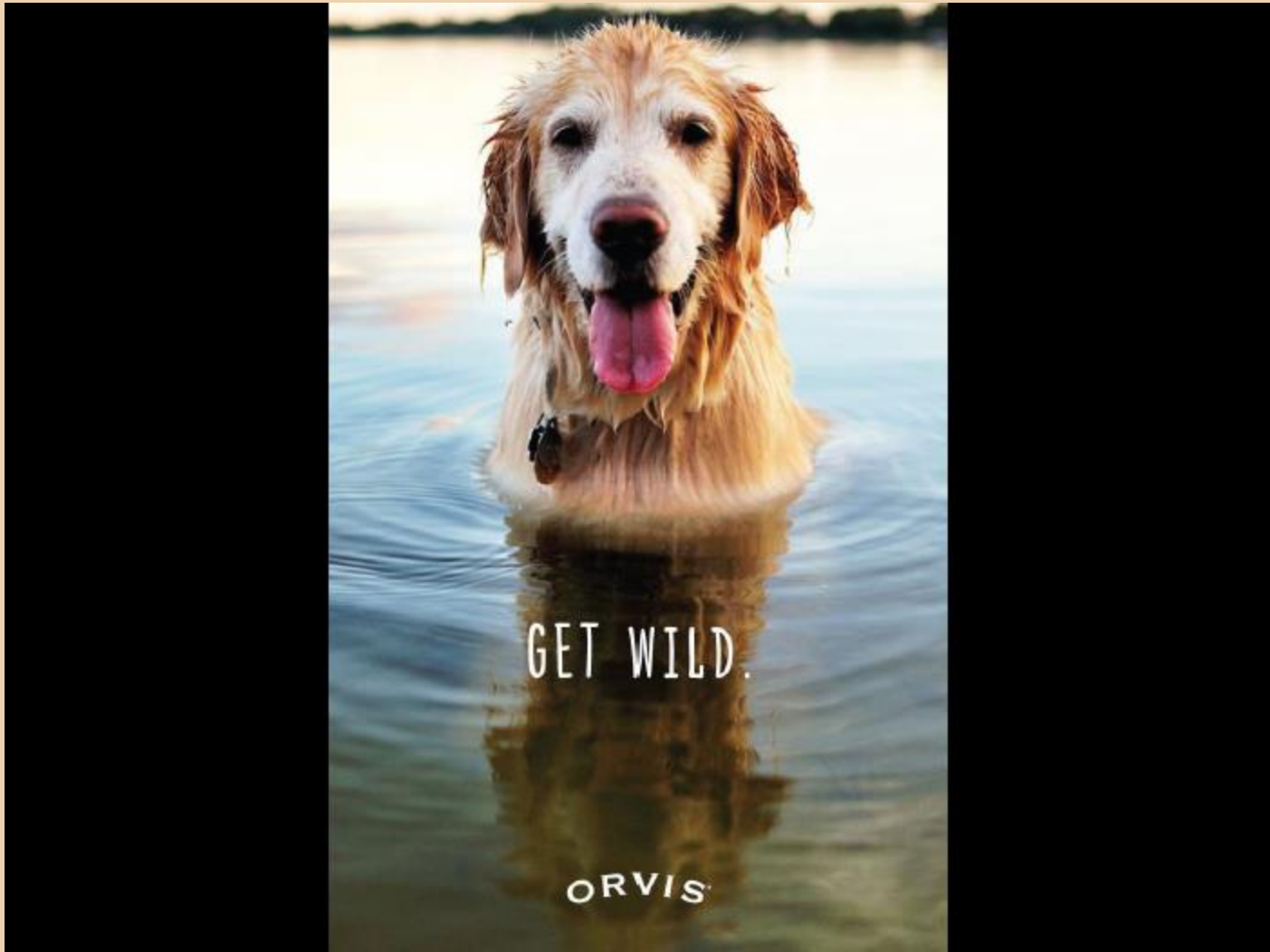
ORVIS[®]
SPORTING TRADITIONS
Since 1856



GET WILD.

ORVIS

ORVIS[®]
SPORTING TRADITIONS
Since 1856



GET WILD.

ORVIS

ORVIS[®]
SPORTING TRADITIONS
Since 1856



ORVIS
 SPORTING TRADITIONS
 Since 1856

Orvis Commitment to Partnership



ORVIS[®]
SPORTING TRADITIONS
Since 1856

Orvis Commitment to Partnership:

In an ongoing effort to enhance communication within the Endorsed Partnership, we would like to clarify the code of ethics that we at Orvis maintain, *and* expect of our partners. The principles of this code are expressed internally via our Orvis Brand Egg, which describes the values that guide all of us at Orvis each and every day. We have elected to share a selection of these principles because they are tenets that we see as sacred, and we want to ensure that our endorsed partners hold them to the same standard that we do. Specifically, they require us to remain:



Authentic

ORVIS[®]
SPORTING TRADITIONS
Since 1856



Passionate

ORVIS[®]
SPORTING TRADITIONS
Since 1856



Caring

ORVIS
SPORTING TRADITIONS
Since 1856



Personal & Inviting

ORVIS[®]
SPORTING TRADITIONS
Since 1856



Fun

ORVIS[®]
SPORTING TRADITIONS
Since 1856

By maintaining a focus on these characteristics, we are able to inspire a connection to adventure and instill a sense of wonder in the outdoors. In turn, both Orvis and each endorsed partner is able to provide these for our customers.

We are firm in our conviction that each partner in the Endorsed network is a key opinion leader in the field, and is therefore incredibly powerful with regard to the customer experience, and the ongoing perception of wingshooting, fly-fishing, and adventure travel.



Industry reputation:

If we were to ask other people in the industry about you and your staff, and how you as an endorsed partner conduct your business, what would they say?

Professional mutual respect:

Were we to ask fellow endorsed partners about you and how you conduct yourself, what would they say? The underlying strength of the program requires that endorsed partners treat each other with integrity and mutual respect. It is imperative that an endorsed partner never make another partner feel maligned in any way.

Overall brand partnership/representation:

Our endorsed partners should be constantly striving to better the partnership with both Orvis and the other endorsed partners. The program is able to grow in breadth and depth only when partners embrace the positive efforts of Orvis, and the efforts that other partners take to strengthen the program. Being a team player is incredibly important to us, and we see it as a measure of a partner's investment with the program. The sum of these actions builds individual brand equity, as well as the brand equity of the entire program.

Commitment to Conservation:

We consider it vitally important that our endorsed partners not only conduct themselves with the health of the natural environment top of mind, but also serve as leaders for conservation in their own right. Leadership does not always revolve around money. In fact, in most cases, the best leaders are the ones who dedicate their *time* to build programs that sustain the resource, and spend *time* instilling the principals of conservation into others. Guides have an incredible ability to do this in a meaningful way.

Annual Awards Selection Process:

Evaluation:

Our own knowledge

Conservation:

Are they leaders?

Reviews:

of Reviews

What customer has to say

Overall brand partnership/representation:

Are they interested in bettering the partnership?

Placement among peers:

Professional Mutual Respect

Commitment to aligning with our Brand Core Values:

Authentic, Caring, Personal & Inviting, Fun

Thank You

