



**BURTON**



# Team Member



**BOQIAO YU**



**GARY WU**



**WENTING QIU**



**YANG JIAO**



**KEXIN YI**

**WE ARE A TEAM OF  
SNOWBOARDERS**

# Burton Background

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- Burton Snowboard was founded by Jake Burton Carpenter in 1977.
- Legitimize Snowboarding in Ski Resorts
- Inventing the Step-on technology
- Purpose: Minimize harm to the environment, positively impact the lives we touch, and have as much fun as possible.
- Achieved an annual revenue of \$260 million in 2023



**S**

## **Strengths**

- Market Leadership
- Wide Product Range
- Variety Distribution Channels



**W**

## **Weaknesses**

- Generalized Brand Perception
- Weak Competitiveness in the Advanced Snowboarder Segment
- Relatively High Price Points (\$600 - \$1000)





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## Opportunity

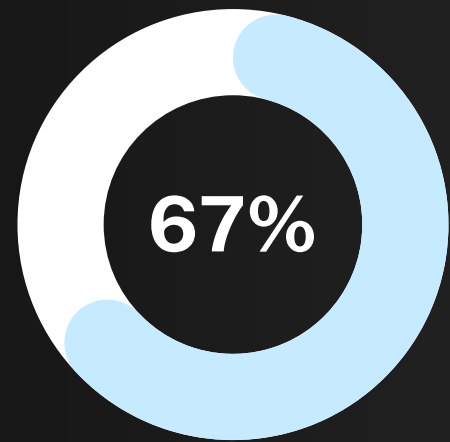
- Expansion in the winter sports industry
- Off-season Engagements
- Collaboration with relative brands and influencers

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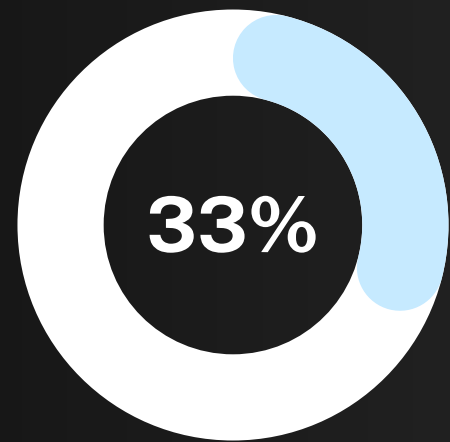
## Threats

- Variety of snowboard brands
- Other sport brands
- Seasonal Sports

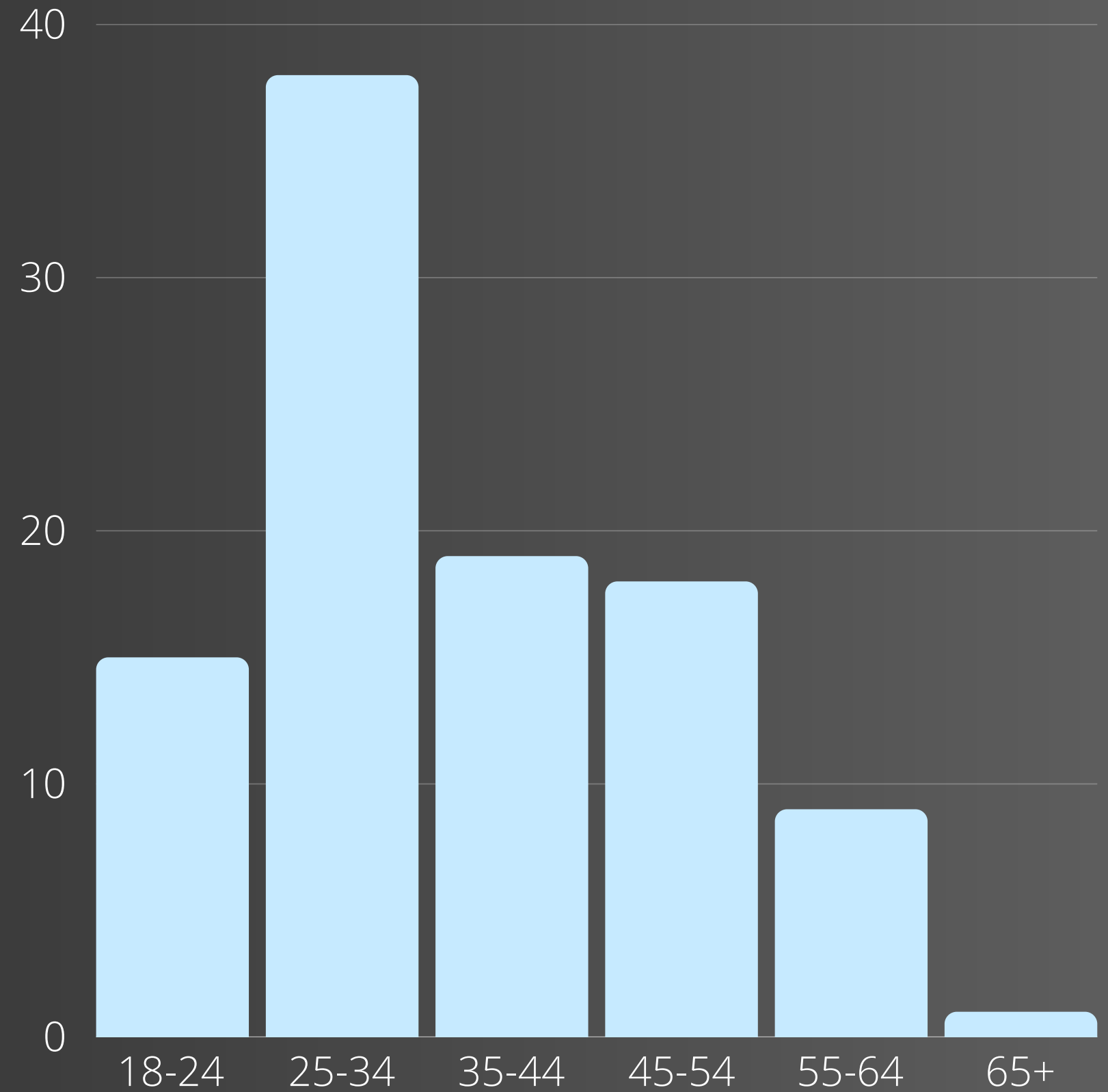
# Consumer Profile



**MALE**



**FEMALE**



# Consumer Feedback

## 01 PRE-PURCHASE

- Reputable brand image
- Distinctive graphic design

## 02 POST-PURCHASE

- Strong product satisfaction (quality & user-friendliness)
- Limited brand loyalty
  - Newer and intermediate riders showed openness to exploring other brands
  - Advanced riders indicated a saturation in their personal collections

## 03 OPINIONS ON TRADE-IN SERVICES

- Advanced Riders
  - Disinterested
    - View compensation as inadequate
    - Prefer independent sales
- Newer to Intermediate Riders
  - Interested
    - Positive initial reactions
    - Appreciate convenience and ease of upgrades

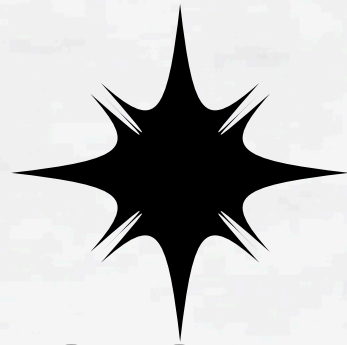




# Brand Challenge

To motivate existing Burton customers to purchase more snowboards from Burton

# Target Audience



Current Burton customers



Beginner to intermediate level snowboarders



Have purchased 1-2 snowboards from Burton in the past two snow seasons



Age 25-34



Financially comfortable



# Brand Message

“—  
| Unleash New Possibilities |  
—”

Every board promises new peaks and possibilities.  
One board is just the start.

# Big Idea

**“Unleash New Possibilities”**

**Goal:** To Develop

**Methodology:** to Activate,  
to Remind,  
to Introduce

**Two aspects of the marketing plan:**

#1: establish brand loyalty

#2: motivate further purchase

# ROADMAP

## Pre-Season Engagement

- Snowboard Clothing Partnership with Dior
- Burton Fashion Show
- Trade-in Program Starts

September - October

## Pre-Season Build-Up

May - August

- Burton Sphere
- Burton APP
- Skateboard, Surfboard Partnership with Zumiez, Pyzel

## Peak Season Thrive

- Winter Resorts Stores & Billboards
- Monster Partnership Continues
- #UnleashNewPossibilities Snowboarding Video Challenge

January - March

April - May

## Season Wrap-Up and Retention

- Trade-in Program Ends
- End of Season Music Festival
- Voting on Social Media for Next Season Design

November - December

## Snow Season Kick-Off

- Burton movie release
- Energy Drink Partnership with Monster
- Influencer Collaboration
- Snowboarder Endorsement

# Lifestyle



## Burton Sphere

### Traditional Strategy

- Burton flagship destination
- Interactive indoor snow park
- Lifestyle amenities: cafe, restaurant, etc.

States	Google Searches per capita (per 100,000)	Percentage of snowboarders vs. skiers
Utah	139,868	72%
Nevada	77,367	78%
California	65,826	76%

# BURTON APP

E-Commerce Strategy

## What's Inside?

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- Indoor snow park access
  - Community
  - One-click loyalty program
  - Exclusive discounts
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*Lifestyle*



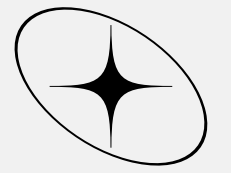
SURFING



WOULD YOU RATHER



SNOWBOARDING



# PARTNERSHIP

Digital/social strategy  
Partnership

*Lifestyle*

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“All board sports are  
derived from surfing.”  
-- Red Bull

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**Zumiez Skateboards**  
Coastal & Inland Cities

**Pyzel Surfboards**  
Coastal Cities

Pre-Season  
Build Up

May-August

Pre-Season  
Engagement

September-October

# PARTNERSHIP

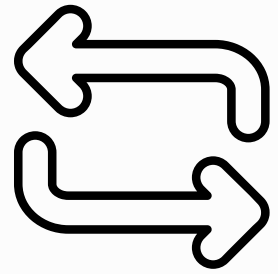
- Dior & Descente since 2020
- “The best high technology in the snowboarding world”

# FASHION SHOW

PR Strategy, Digital/social Strategy

- New York Fashion Week (Sep 9-16)
- Milan Fashion Week (Sep 23-Oct 1)





# Trade-In Program

Digital/Social Strategy, E-commerce Strategy

- “Unleash New Possibilities” targeted email marketing
  - Burton customers
  - Newer to intermediate level
  - Age 25-34
  - Purchased 1-2 snowboards from Burton in the last two years
- Marketing on social platforms
  - Instagram, TikTok
- Easy trade-in
  - through Burton APP

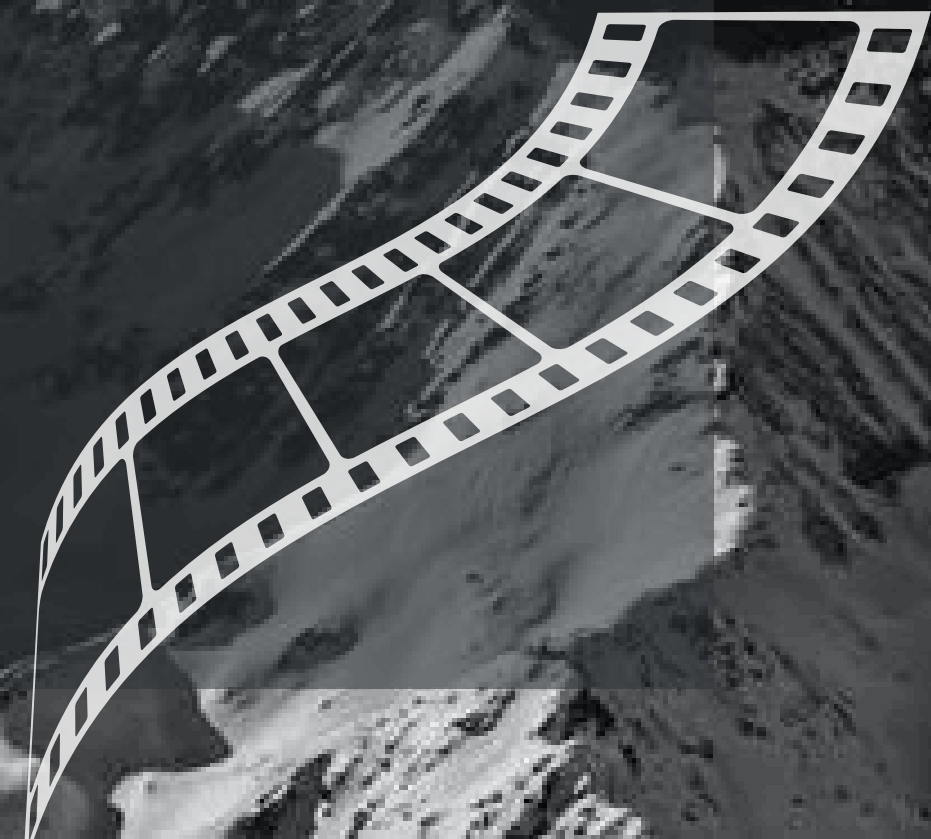


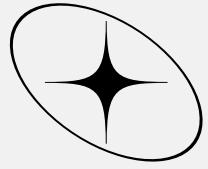


# Burton Movie

## Snow Season Kick-off

- In the memory of Jake Burton Carpenter
- The history of Burton and modern snowboarding
- Conquer the mountains & Unleash new possibility





Unleash New Possibility With  
the Same Flavor You Love

# MONSTER PARTNERSHIP



**COMING IN NOVEMBER!**



Energy for Riders  
On & Off the Slopes



# Influencer Collaboration

Social/Digital Strategy

- Inspire and Engage
- Influencers from different territories
- Broader audience and brand reach



# Snowboarder Endorsement

## Social/Digital Strategy

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### Shaun White

- Most X Games&Olympic gold medals
  - American professional snowboarder
  - 2.2M followers on Instagram
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### Mark McMorris

- Most influential professional snowboarder now
- 2023 Winter X Games gold medal winner
- 823k followers on Instagram



# BURTON STORES

Traditional Strategy

Peak Season Thrive

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## Why us?

- Near major snowboarding resorts
- Exclusive customer services
- Extraordinary in-store experience
- Convenience and efficiency
- Discounts and promotions

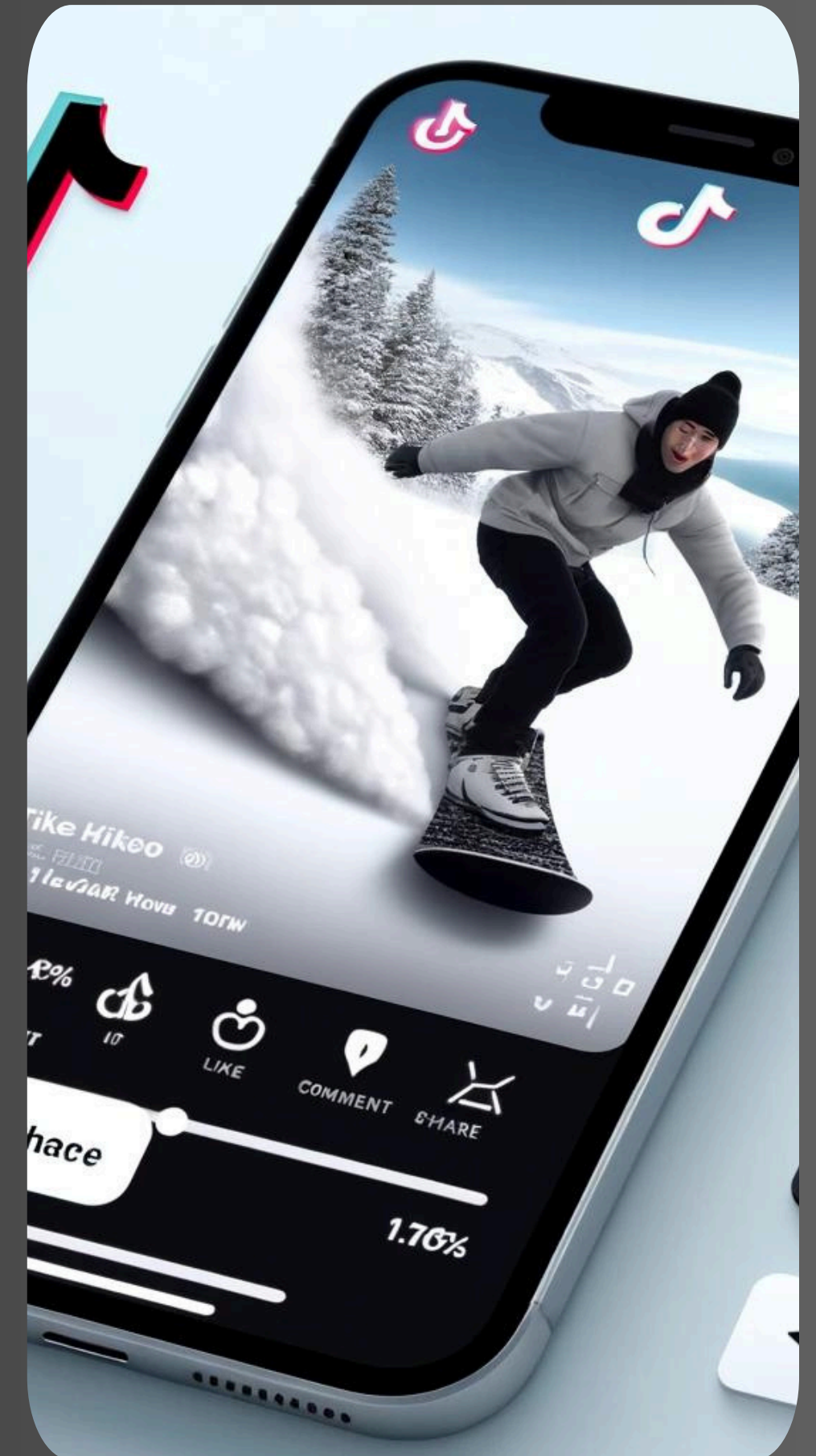
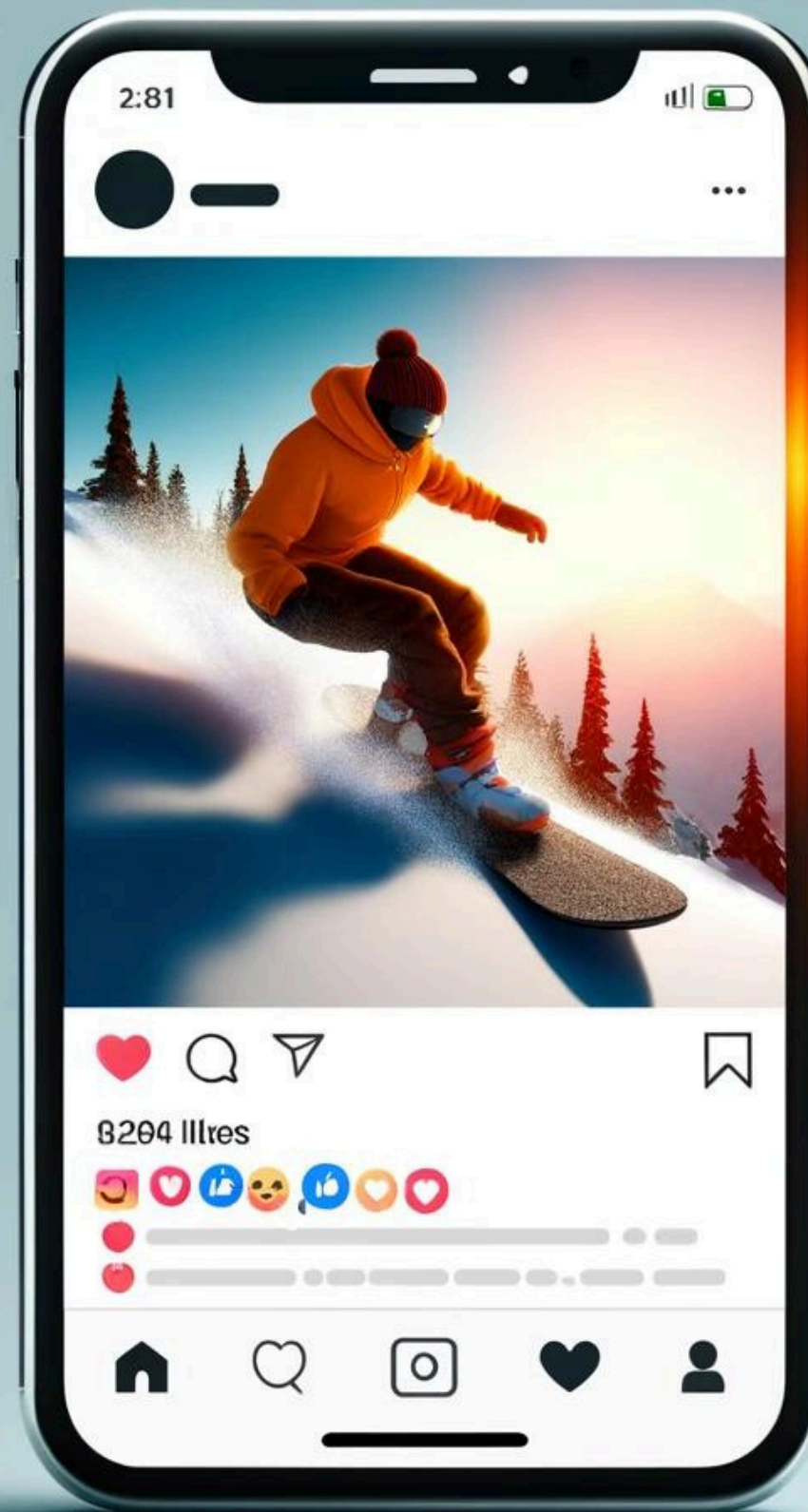


# Post for Snowboard

Viral Strategy

#UnleashNewPossibility

Instagram  
&  
TikTok



# Burton Music Festival



- Branded stages with Burton visuals
- Interactive installations and photo booths
- Exclusive Burton lounge areas



- Social media contests and live feeds
- Influencer collaborations during the festival
- Custom hashtags and geofilters for Instagram

**#BurtonBeatsOnSnow**



# #Design the Ride

## Digital Strategy

- Regular updates on voting progress
- Engaging content like designer interviews and behind-the-scenes looks
- Rewards for participation (discounts, exclusive previews)



# KPI



- **Sales Performance Metrics**

(Sales data, Target demographic focus, Year-over-year comparison)



- **Engagement Through Sponsored Events**

(Attendance numbers, Event hashtag performance)



- **Digital Marketing and Social Media Reach**

(Reach and impressions, Click-through rates, Influencer metrics)



- **Loyalty and Retention Metrics**

(Program sign-ups, Repeat purchase rates, Customer lifetime value)



- **Product Feedback Metrics**

(Post-purchase surveys, Return rates, Customer reviews and ratings)

An aerial, black and white photograph of a snowy mountain slope. Several skiers are visible, leaving tracks in the snow. The skiers are positioned at various points on the slope, with their shadows cast long and dark on the snow. The text "THANK YOU" is overlaid in the center of the image in a white, outlined, sans-serif font. The overall scene is dynamic and captures the essence of winter sports.

THANK YOU