



DEUTER Spring 2020 Co-op Proposal

Creating desire for premium products is the story.

We're storytellers – uniquely qualified, well-trusted and consistently relied upon to explain the real differences that set Deuter apart from the rest. We'll partner with you to develop an attention-grabbing marketing campaign that drives brand and product recognition, educates our highly qualified audience of outdoor enthusiasts, and drives sales.

Campaign Focus | Aviant Voyager Series Packs (Valentine's Day tie-in)

Campaign Dates | February 4 – February 14

Campaign Level | Ascent (2 Weeks)

- Homepage Hero
- Dedicated Mass Email (and Resend)
- Inclusion in Enwild Emails
- Social Media Mentions
- Social Media Hype Video
- Dedicated Landing Page
- Extended Product/Brand Explainer Video
- Order Stuffer Throw-In Cards

(See reverse for campaign details)

Campaign Contest | Yes (1 Men's Aviant 65+10 and 1 Women's Avaint 60+10 SL pack)

Co-op Reimbursement | \$2,200*

Plus, 1 men's Aviant 65+10 and 1 women's Aviant 60+10 SL pack. No Charge PO to be sent upon acceptance of proposal.

*Payable by check or credit memo by March 16, 2020

Note: Campaign dates and brand/product focus outlined in this proposal are subject to change at any time based on product availability, sales performance, or any other events at the discretion of Enwild.

Questions?

Mandy Nieb, Marketing Coordinator | mandyn@enwild.com

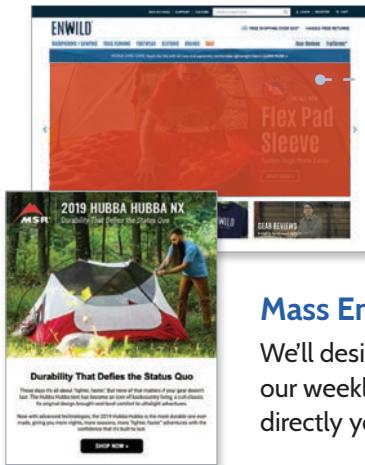
Jason Grantz, Marketing Manager | jasong@enwild.com

PUT OUR INFLUENTIAL REACH TO WORK FOR YOUR BRAND

ASCENT • drop the hammer

Use our Ascent campaign to drop-the-hammer and drive your brand's messaging. Promote a new product, create some serious hype by giving away something cool, or engage our audience in brand-building that sets your brand apart.

1 WEEK CAMPAIGN – what's included

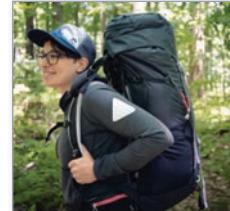


Homepage – Hero Banner

We'll create a brand appropriate banner and post it to our homepage where it will receive thousands of daily views. The banner links directly to a dedicated brand landing page on our site.

Mass Email

We'll design a brand appropriate banner, write some awesome copy and include it in one of our weekly email newsletters, sent to 142K+ qualified outdoor enthusiasts. The banner links directly to your products.



Social Media Mentions & Social Hype Video

We'll produce a short social media friendly video promoting your brand or product. We'll post it to our social channels, mentioning it at least 2x during the campaign on Facebook and Instagram.



Landing Page & Brand/Product Video

A dedicated landing page is created on Enwild.com that includes a longer promotional/explainer video. The page also includes well-written campaign copy and a gallery of your products.



Order Stuffer Throw-in Cards

Designed specifically for your campaign, we'll produce 1,000 postcards that are thrown-in to every order the week of your campaign. This is a great way to put your message directly into the hands of enthusiasts.