

A skier wearing a blue and yellow jacket, a black helmet, and a yellow backpack is skiing down a steep, snow-covered slope. The skier is in a dynamic pose, leaning into a turn. The background shows a snowy mountain landscape with evergreen trees under a clear blue sky.

# Omnichannel Activation for Jacket Category September – December 20XX

Presented by



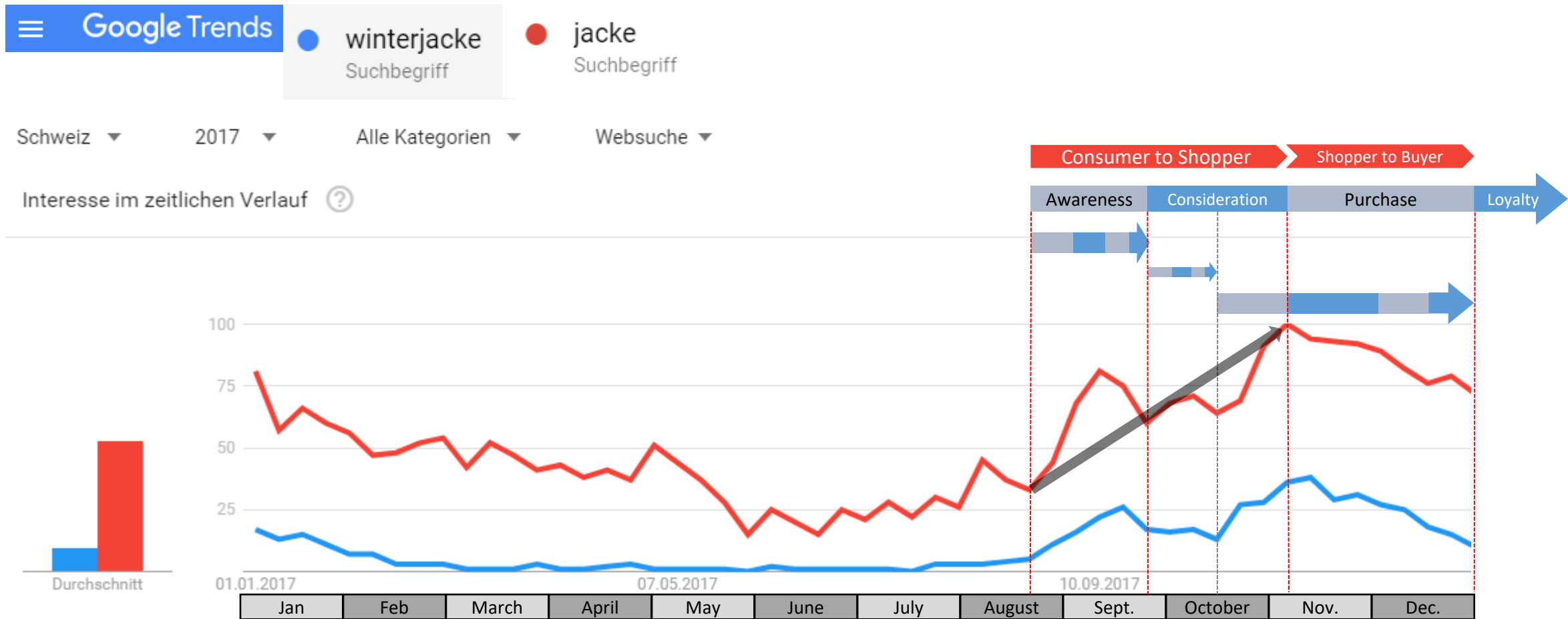
# INITIAL SITUATION

The **Jackets Categorie** of our **Outdoor Brand** is currently approx. **CHF 500K** behind projected Sell-Out budget (Key Account & Online Shop).

Therefore we need a smart **360° marketing activation plan** along the customer journey (Awareness, Consideration, Purchase Loyalty) to close the gap and reactivate consumer demand from **September until the end of the year**.

Marketing Budget approx. **10% = CHF 50'000.-**

# INDICATOR & KEYWORDS

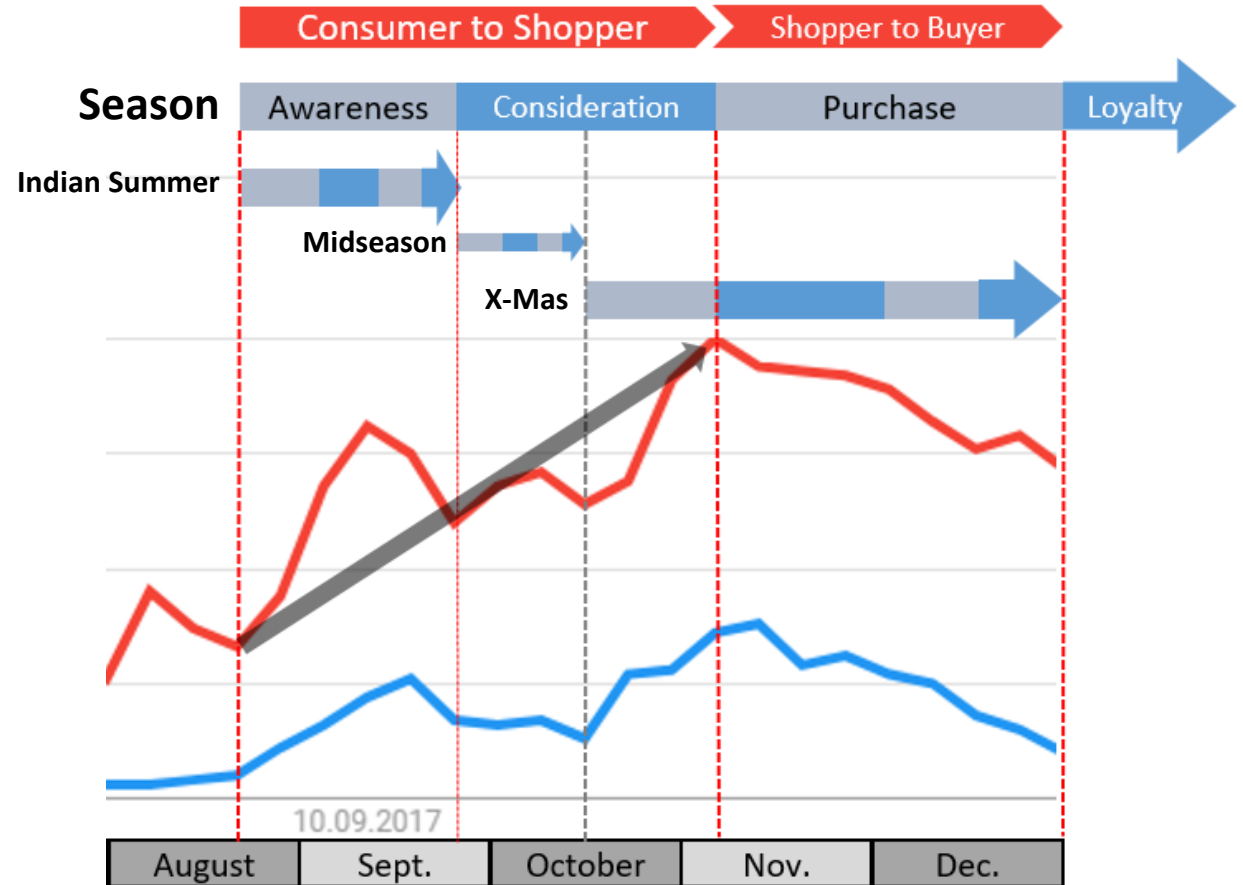


# ACTIVATION STRUCTURE

- 1. Season Activation**  
from September –December and beyond
- 2. Indian Summer Activation**  
now untill September 20th
- 3. Midseason Activation**  
from September 21th – October 15th
- 4. X-Mas Activation**  
from October 16th – December 31th

Macro Activation

Micro Activation



# MEASURES & CHANNELS

## **Online Marketing**

- Google AdWords – Display & Search
- Social Media Ads – FB, Instagram, Pinterest
- YouTube Video Ads
- Newsletter
- Blog Post
- Product ratings

## **Direct**

- Mailing

## **Print**

- 20 Minuten Ad (Issue ZH)

## **In Store**

- POS Display
- Sweepstake



# ACTIVATION PLAN DETAIL

|                  | Activation | Channel                  | Touchpoint                                   | Description  | Media Type | CJ Stage |   |   |   | Impressions | CTR/view | CR   | KPI  |             | Sep | Okt | Nov | Dez | CPC   | Cost          | Ø purchase value | Projected Turnover |
|------------------|------------|--------------------------|--|--|------------|----------|---|---|---|-------------|----------|------|------|-------------|-----|-----|-----|-----|-------|---------------|------------------|--------------------|
|                  |            |                          |  |  |            | A        | C | P | L |             |          |      | QTY  | unit        |     |     |     |     |       |               |                  |                    |
| Online Marketing | 1/2/3/4    | Google AdWords           | Display Network Banner Ads                   | Present specific Jacket benefit                              | paid       | x        |   |   |   | 100'000     | 3%       | 3%   | 3000 | clicks      | x   | x   | x   |     | CHF 1 | CHF 3'000.00  |                  |                    |
|                  | 1/2/3/4    | all Salomon SM           | Online Ads                                   | Present specific Jacket benefit                              | earned     | x        | x |   |   | 100'000     | 5%       | 5%   | 5000 | Likes       | x   | x   | x   |     |       |               |                  |                    |
|                  | 1/2/3/4    | all Salomon SM           |  | Share get a CHF 10 Dicount                                   | paid       | x        | x |   |   | 100'000     | 5%       | 5%   | 5000 | Shares      | x   | x   | x   |     | CHF 2 | CHF 10'000.00 |                  |                    |
|                  | 1/2/3/4    | You Tube                 | Video Ads                                    | Present specific Jacket benefit                              | paid       |          | X |   |   | 90'000      | 3%       | 3%   | 2700 | Views       |     | x   | x   |     | CHF 1 | CHF 2'700.00  |                  |                    |
|                  | 1/4        | all Salomon Blog         | Blog Subscription                            | Share get a CHF 10 Dicount                                   | owned PR   |          | X |   |   | 40'000      | 5%       | 5%   | 2000 | Shares      |     |     | x   |     |       |               |                  |                    |
|                  | 1/2/3/4    | Google AdWords           | Search Network Text Ads                      | 10% Discount on selectet Jacket Styles                       | paid       |          |   | x |   | 300'000     | 5%       | 3%   | 450  | Conversions | x   | x   | x   | x   | CHF 2 | CHF 900.00    | CHF 250.00       | CHF 112'500.00     |
|                  | 1/2/3/4    | Google AdWords           | Shopping Ads                                 |  | owned PR   |          |   | x |   | 280'000     | 5%       | 3%   | 420  | Conversions | x   | x   | x   | x   | CHF 2 | CHF 840.00    | CHF 250.00       | CHF 105'000.00     |
|                  | 1/2/3/4    | Newsletter               | E-Mail to NL Subscribers                     |  | owned PR   |          |   | x |   | 80'000      | 8%       | 6%   | 384  | Conversions | x   | x   | x   | x   | CHF 2 | CHF 768.00    | CHF 250.00       | CHF 96'000.00      |
|                  | 1/2/3/4    | Products rating          | Online Voucher 20 CHF Discount on next order | 20 CHF Voucher next Online PO min. CHF 100                   | earned     |          |   |   | x | 250'000     | 10%      | 10%  | 251  | Conversions | x   | x   | x   | x   | CHF 2 | CHF 501.60    | CHF 100.00       | CHF 25'080.00      |
|                  | 1/2/3/4    | Web Site                 | Micro Site                                   | Present specific Jacket benefit                              | owned      | x        | x | x | x | 250'000     |          |      |      |             |     | x   | x   | x   | x     |               |                  |                    |
| Direct           | 1/4        | Mailing                  | participating Key Account                    | 20 CHF Discount next purchase min. CHF 100 for you or friend | paid       |          |   | x | x | 15'000      | 15%      | 6%   | 135  | Conversions |     |     |     | x   |       | CHF 12'700.00 | CHF 380.00       | CHF 51'300.00      |
| Print            | 1/4        | 20 Minuten Issue ZH only | Print Ad QR-Code Voucher                     | Special X-Mas Jackets offer @ Online Shop                    | paid       |          |   | x |   | 511'000     | 5.0%     | 2.0% | 511  | Conversions |     |     |     | x   |       | CHF 12'000.00 | CHF 230.00       | CHF 117'530.00     |
| Ambas.           | 1/4        | In Store sweepstake      | participating Key Account                    | Win Ski WE 4/2 with Athlet                                   | owned      |          |   | x | x | 250'000     |          |      |      |             |     | x   | x   | x   |       | CHF 4'000.00  |                  |                    |
| POS              | 1/2/3/4    | In Store                 | POS  | POS Display  | owned      |          |   | x |   | 250'000     |          |      |      |             | x   | x   | x   | x   |       | CHF 4'000.00  |                  |                    |

360°

|              |               |             |                |
|--------------|---------------|-------------|----------------|
| Expenditures | CHF 51'409.60 | Turnover    | CHF 507'410.00 |
| ROAS         | 887%          | Budget Size | 10.1%          |

# QUESTIONS



# THANK YOU

