

CAMPAIGN PROPOSALS



Proposed Campaigns

Campaign #1

- Logo
- Full page magazine ad



The logo reflects the mountain heritage of the REI company. Find yourself in nature: a simple, get back to nature message.



Find yourself in nature! Sticking with the color scheme of the logo and highlighting the primary products and services.

Campaign #1

• Website

The screenshot shows the REI website homepage. At the top left is the REI logo with the tagline "Recreational Equipment, Inc.". To the right of the logo is a navigation bar with links: "Welcome to REI!", "Log In", and "Register". Below this is a promotional banner for "FREE SHIPPING With \$50 minimum purchase" and a search bar with the placeholder text "Find great gear and clothing".

The main banner features a large image of a tent in a field at sunset, with the text "Find yourself in nature." overlaid. Below the banner are three columns for "MEN", "WOMEN", and "KIDS", each with a description of the gear available. To the left of these columns is a vertical navigation menu with links: "CAMPING", "HIKING", "CYCLING", "SKIING", "SNOWSHOEING", "CLIMBING", "RUNNING", "KAYAKING", "CANOEING", "FITNESS", "LEARNING", "STEWARDSHIP", "TRAVELING", "SHOP OUTLET", "SPECIALS", and "BLOG".

Below the "MEN", "WOMEN", and "KIDS" sections are three images: a person on a mountain bike, a person in a green jacket on a snowy mountain, and two children in winter gear. Below these images are three buttons: "REI CO-OP", "Join now", and "Join now".

At the bottom of the page is a footer section with four columns of links: "Company Info", "REI Membership", "Expert Outdoor Advice", and "Help".

Campaign #2

- Logo
- Full page magazine ad



The logo employs negative space and closure to complete the letters and tree image. The ad targets the winter recreation needs of customers.

We've got you covered this winter!



www.rei.com

Shop in-store or online for winter gear.

This website uses photos to categorize user-centered topics. The photo is the button that links to separate topic pages.

Campaign #2

- Website

[Help](#)
[Wish List](#)
[Gift Registry](#)
[Classes & Events](#)
[Store Locator](#)

Welcome to REI! | [Log In](#) or [Register](#)
FREE SHIPPING With \$50 minimum purchase

[SHOP REI](#)
[SHOP REI OUTLET](#)
[TRAVEL WITH REI](#)
[LEARN](#)
[BLOG](#)
[MEMBERSHIP](#)
[STEWARDSHIP](#)

SNOW SPORTS

PADDLING

SALE
30% OFF
All Camping
3 DAYS LEFT!

FISHING

HIKING

CYCLING
Buy or Rent Cycles
Cycle Gear
Cycle Clothing
Cycle Parts
Cycle Maintenance

FITNESS

WATER SPORTS

TRAVEL

CAMPING

SHOP BY
Price Range
UNDER \$50
UNDER \$100
UNDER \$200

CO-OPERATIVE

CLIMBING

EDUCATION

STEWARDSHIP

BLOG

THE REI
DIFFERENCE

100% SATISFACTION
GUARANTEED

THE RIGHT GEAR
AND BEST ADVICE

10% ANNUAL MEMBER
REFUND

Store Locator
Locate an REI store near you.

Sign Up for REI Gearmail®
And get 15% off selected items.

[f](#)
[t](#)
[p](#)
[You Tube](#)

Campaign #3

- Logo
- Billboard

This stamp/stencil logo recalls the past and the outdoor nature of REI. The billboard ad says *go outside and get dirty!* That's the message.



Getting right to the heart of REI, this website focuses on a fun outdoor scene and message.

Campaign #3

- **Website**



Campaign #4

- Logo
- Email ad (links to CO-OP signup)



The angles of these letterforms and mountain graphic, suggest the movement of outdoor activities. This email blast ad emphasizes the dividends of the Co-Op program, with a live link to a sign-up page.



JOIN THE ONLY OUTDOOR CO-OP THAT PAYS YOU!

We now offer full dividend earnings for ALL purchases, including all brands, discounted items and repairs!

APPLY YOUR DIVIDENDS TO REI LEARNING AND TRAVEL.



>> SIGN UP NOW <<

Store Locator

Locate an REI store near you.

Sign Up for REI Gearmail®

And get 15% off selected items.








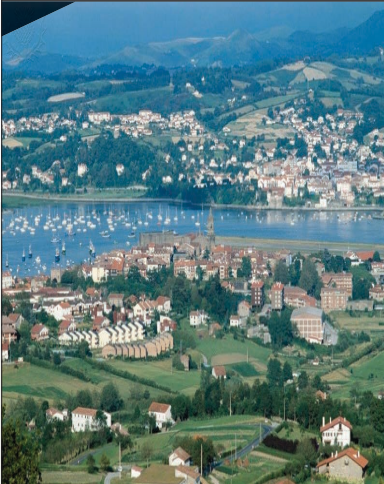



This open layout emphasizes the outdoor focus of REI.

Campaign #4

- Website



CO-OP

SHOPPING

LEARNING

Customer Service: 1-800-426-4840
Call us Monday through Sunday, 4AM to 11PM PT

[Buy gift cards >](#)
[Check your balance >](#)

[Details >](#)
[Manage account >](#)

THE REI DIFFERENCE

100%

SATISFACTION GUARANTEED

THE RIGHT GEAR AND BEST ADVICE






10%

ANNUAL MEMBER REFUND*

>

Store Locator
Locate an REI store near you.

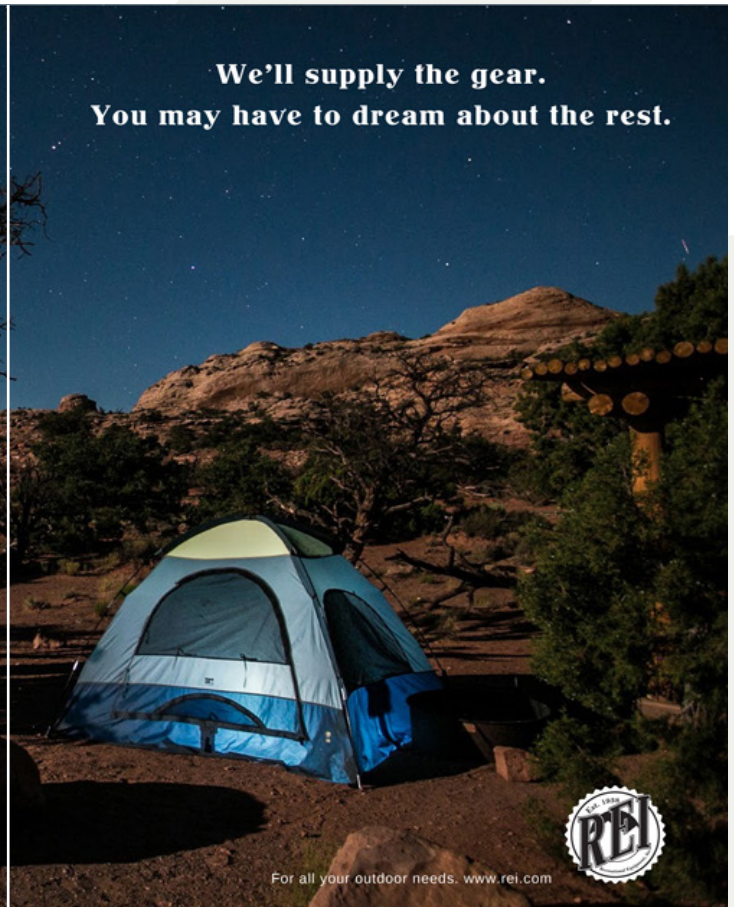
Sign Up for REI Gearmail®
And get 15% off selected items.

Campaign #5

- Logo
- Two page magazine spread

The logo seal is reminiscent of logos of the past, as well as recent beer labels. The magazine ad connects the fun of camping with a refreshing beer.

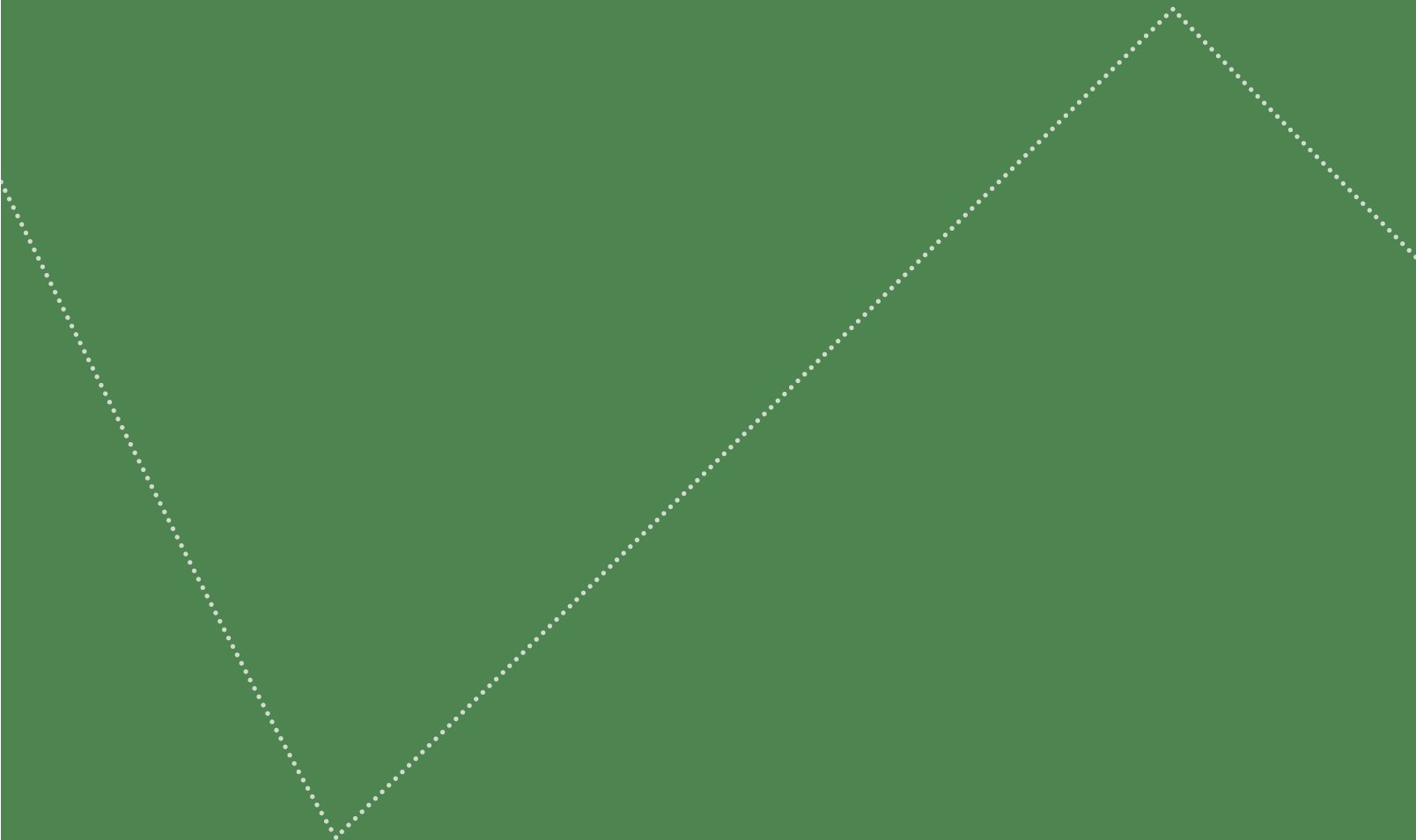


Simple and reminiscent of communing with nature.

Campaign #5

• Website





MARKET RESEARCH

Consumer Feedback

Feedback Infographic



REI WEBSITE IMPRESSIONS

The high-level consumer comments about the existing REI website.



Feedback Infographic

Navigation is the #2 item of interest.

The first thing that most participants notice are the sales. Sales are the #1 item of interest.

Most liked features

Ease of Navigation

Color Scheme

Simple, Clean Design

Education is the #3 item of interest.

Travel is the #4 item of interest.

Least liked features

Busy, Too Visually Complex

Too Much Vertical Scrolling

Navigation Bar Too Extensive

Feedback Infographic



Conclusion

This exercise provided some very interesting insight into the minds of the REI target market. Based on the consumer feedback, I have determined that Campaign #1 serves the purpose of reflecting the REI culture, while promoting all the relevant information, including the lesser-known programs. The color scheme, navigation, messaging, content and imagery the REI brand. Participants gave many useful comments that will also be considered while preparing the final campaign. Some of the better elements from the other campaigns will be implemented, as appropriate.

The top proposed campaign meets the primary goals of the re-branding, in that it emphasizes the following:

- Urban outdoor wear
- Connection to the community
- Healthy lifestyle
- Environmental sustainability
- Interactive and personal experience

Thank you for the opportunity to present this marketing proposal.

Design Explorer

Patricia Garcia, Art Director

Sources

REI Information

Website: <http://www.rei.com/>, <http://reihistory.com/>

YouTube: <http://www.youtube.com/user/reifindout>

Social networking:

<https://www.linkedin.com/company/rei>

<https://www.facebook.com/REI>

<https://twitter.com/REI>

<http://www.pinterest.com/reicoop/>

<http://instagram.com/rei>

Mobile app: <http://www.rei.com/mobile.html>

Blog: <http://blog.rei.com/>

Travel: <http://www.rei.com/adventures>

Stewardship: <http://www.rei.com/stewardship.html>

Brand info: http://www.brandchannel.com/features_profile.asp?pr_id=257

Fortune - 100 Best places to work 2014: <http://archive.fortune.com/magazines/fortune/best-companies/2014/list/>

Best brands 2014: <http://www.bestglobalbrands.com/>

Hoover's: <http://subscriber.hoovers.com.ai.libproxy.edmc.edu/H/company360/overview.html?companyId=54866000000000>

REI: Taking design to new heights:

http://seattletimes.com/html/business/technology/2012425725_rei25.html?prmid=related_stories_section

Client info: <http://www.slideshare.net/JoannaKomvopoulos/rei-strategy-brief>

Trends:

<https://www.turnerpr.com/blog/outdoor-gear-and-apparel-trends-spring-summer-2014/>

<http://outdoorindustry.org/research/trends.php>

In 2014, REI awarded \$4.2 million in grants to more than 300 nonprofit organizations taking care of 650 outdoor locations across the United States.



**Competitor
Information****L.L. Bean:**

<http://www.llbean.com/>

http://www.hoovers.com/company-information/cs/company-profile.L_L_Bean_Inc.e1dd9a9a04b523bd.html

Sports Authority:

<http://www.sportsauthority.com/>

http://www.hoovers.com/company-information/cs/company-profile.The_Sports_Authority_Inc.b32f0fefbfd7caa0.html

http://www.bplans.com/sporting_goods_retail_store_business_plan/market_analysis_summary_fc.php

Patagonia:

<http://www.patagonia.com/>

http://www.hoovers.com/company-information/cs/company-profile.PATAGONIA_INC.06a3d0522670035c.html

