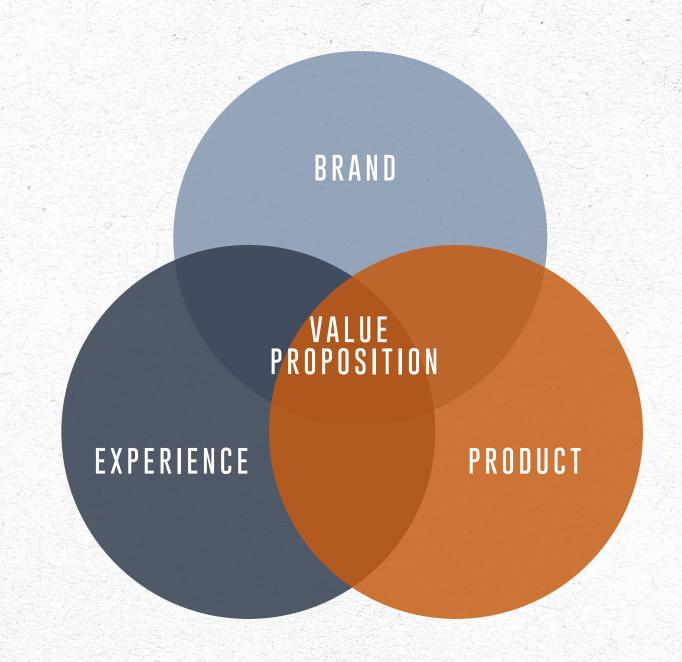


MARKETING OVERVIEW

A NEW CONSUMER FIRST APPROACH TO MARKETING

UNDERSTANDING & FOCUSING ON OUR VALUE PROPOSITION

ALLOWING US TO EXPAND INTO NEW MARKETS & NEW AREAS WITHIN OUR ACCOUNTS.



SUSTAINABILITY

ACCESSIBILITY

INNOVATION

GOING BEYOND CURRENT EXPECTATIONS WITHIN THE MARKET WE WANT EVERYONE TO BE ABLE TO ENJOY & RESPECT THE OUTDOORS.

CREATING PRODUCT THAT MEETS OUR CONSUMERS CHALLENGES

SUSTAINABILITY

ACCESSIBILITY

INNOVATION

GOING BEYOND CURRENT EXPECTATIONS WITHIN THE MARKET WE WANT EVERYONE TO BE ABLE TO ENJOY & RESPECT THE OUTDOORS.

CREATING PRODUCT THAT MEETS OUR CONSUMERS CHALLENGES

FROM 2022 ONWARDS, WE'LL BE BUILDING ON OUR SUSTAINABILITY CREDENTIALS. IT'S A HUGE PART OF WHAT WE DO...

WE GO FURTHER THAN OTHER BRANDS.



GUARANTEED FOR LIFE





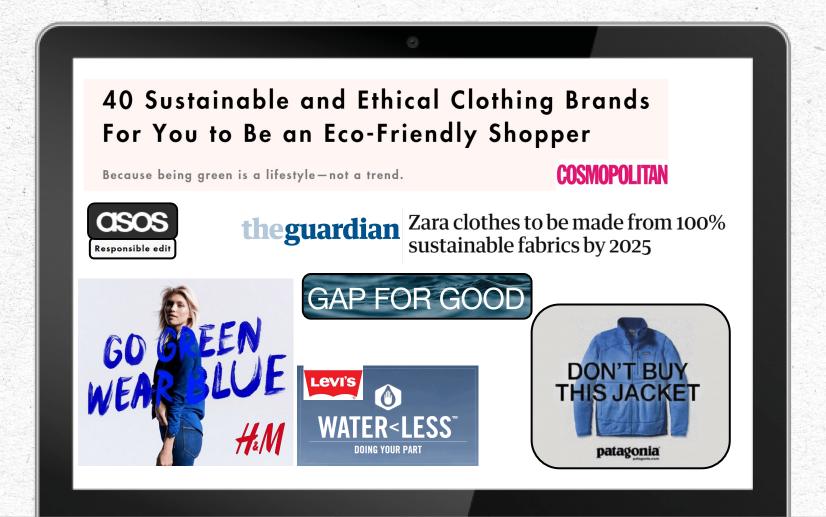








...BUT BEING SUSTAINABLE IS NOW EXPECTED, AND HAS GONE MAINSTREAM.









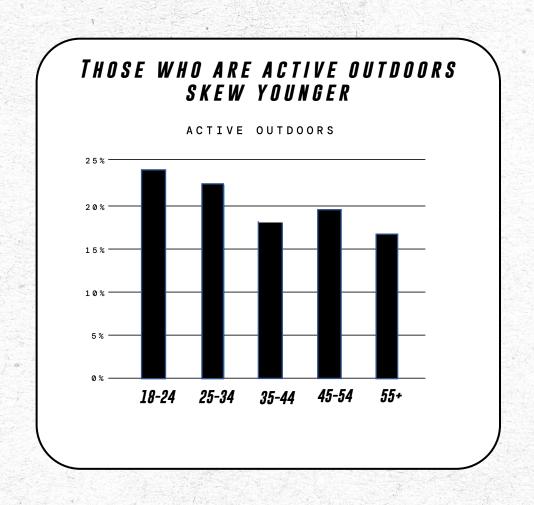
"THE DEFINITION OF SUSTAINABILITY HAS BROADENED, EVOLVING BEYOND ENVIRONMENTAL CONCERNS AND ETHICAL CREDENTIALS TO A MORE HOLISTIC PURPOSE.

COMPANIES ARE EXPECTED TO BE A FORCE FOR GOOD, ENABLING ACCESS TO SUSTAINABLE YET AFFORDABLE PRODUCTS, WHILE ALSO HELPING TO REDUCE ECONOMIC, SOCIAL AND HEALTH INEQUALITIES."

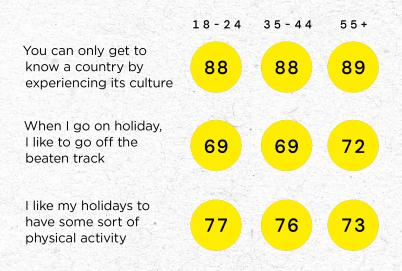




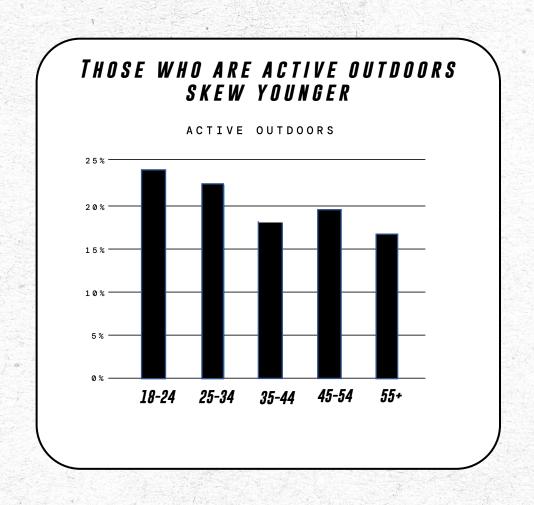
WE WON'T LOSE OUR CORE — BUT THERE IS A NEW AUIDENCE WE CAN ALSO BE RELEVANT TO.



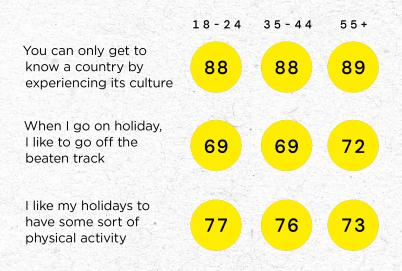
BUT ACROSS OUTDOOR LOVERS, ATTITUDES ARE SHARED



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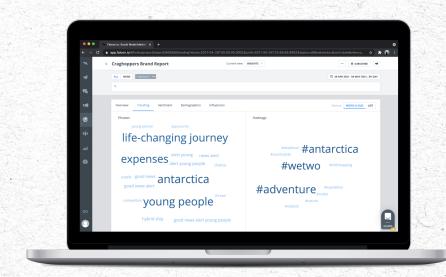


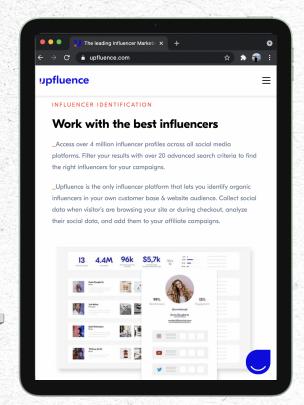
INVESTING IN OUR SOCIAL CHANNELS



















BirdWatching



























ONLINE

FASHION

CORE

OUTDOOR



NATIONAL

IN PRINT

YOUTH

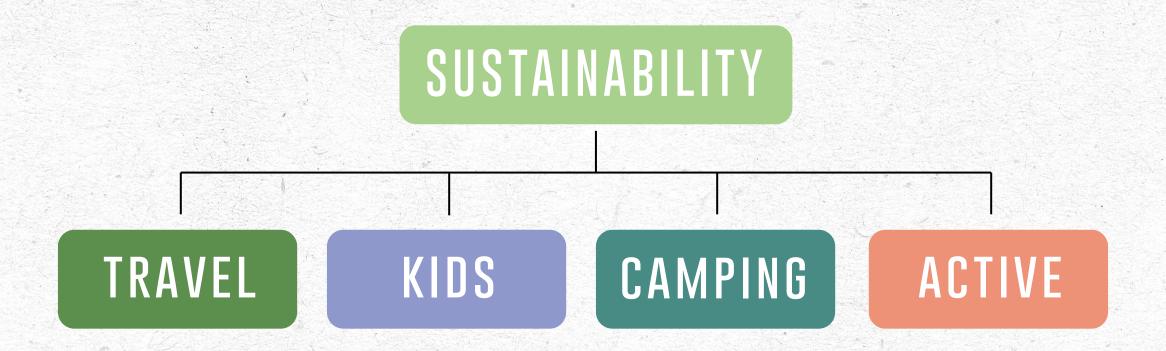
GLOBAL





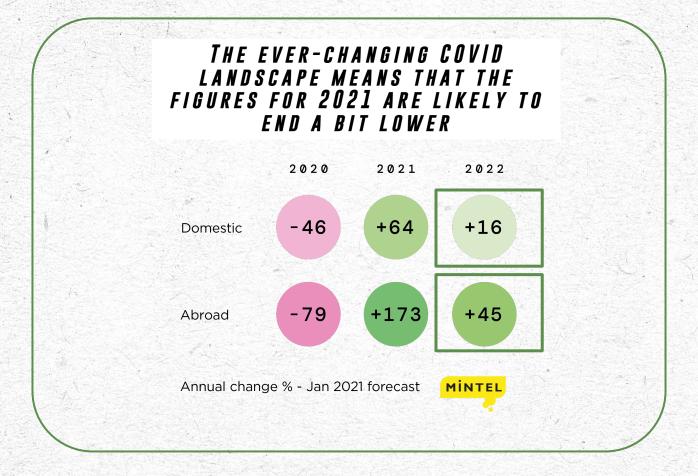
AN INTRODUCTION TO THE SS22 COLLECTIONS

SS22 STORY OVERVIEW



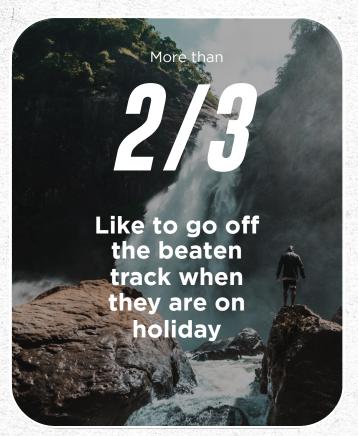


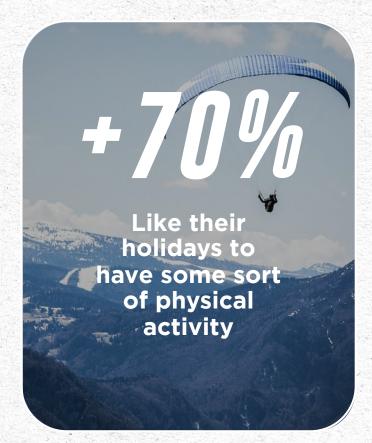
2022 IS EXPECTED TO BE A BIG YEAR FOR 'GETTING AWAY', BOTH AT HOME AND ABROAD.



OUR CUSTOMERS HAVE A WIDE RANGE OF MOTIVATIONS WHEN IT COMES TO TRAVELLING.









THE SS22 CRAGHOPPERS TRAVEL STORY

It's our world, connect with it & respect it.

ENJOY REAL EXPERIENCES
& CONNECTIONS



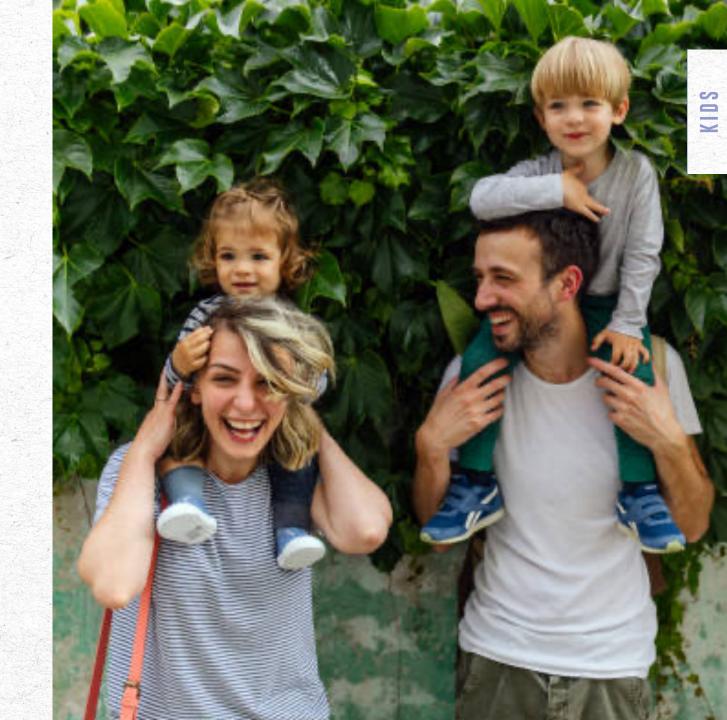
CHILDREN'S APPAREL IS A GROWING MARKET.



AND MILLENNIAL PARENTS HOLD THE PURCHASING POWER.

MILLENNIALS ARE PARENTS TO 50% OF TODAYS CHILDREN.

National Retail Federation, 2018



TAPPING INTO THESE VALUES MATTERS TO OUR CUSTOMER.





PARENTS WANT TO EMPOWER THEIR CHILDREN TO CHANGE THE WORLD AND NOT HAVE TO WORRY WHETHER THEY ARE SAFE, WARM & DRY

BECAUSE THEY ARE SHAPING THE NEXT GENERATION WHO WANT TO MAKE A REAL DIFFERENCE.



Evening Standard.

Double amputee 5-year-old Tony Hudgell raises more than £300,000 for NHS after being inspired by Captain Tom Moore

Treehugger

10 Planet-Changing Innovations (By Kids)



sky news

Coronavirus: Boy, 10, has camped in his garden since lockdown began to raise money for North Devon Hospice



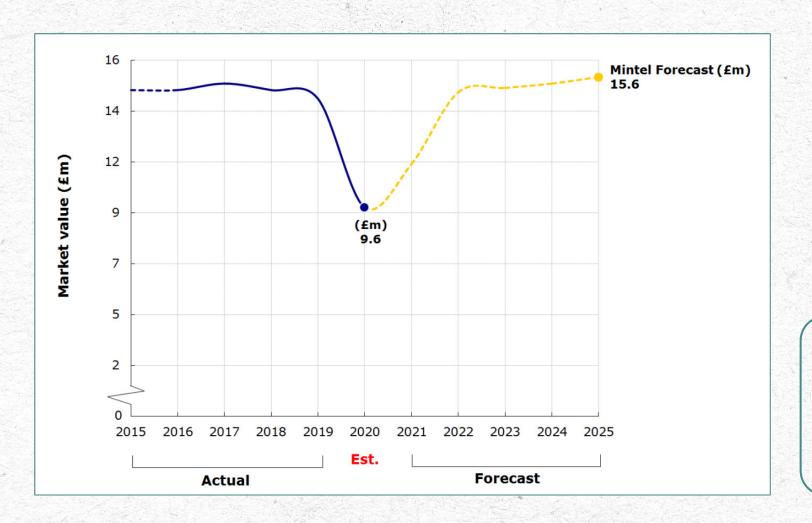




THANKS TO COVID, CAMPING HAS SEEN A RECENT RESURGENCE.



AND HAS A STEADY GROWTH CURVE EXPECTED FROM 2022 ONWARDS...



+37.4% 2022 FORECAST

IT'S ALSO GOT A YOUNGER BIAS.





Compared to 17% aged 35-54 & 6% over 55s

AND ITS APPEAL GOES BEYOND THE TENT...

The top 5 influences for people taking their first trip camping are:

34% THE LOVE OF THE OUTDOORS 32% THINKING IT WILL BE FUN 30% DUE TO THEIR SIGNIFICANT OTHER 27% SPENDING TIME WITH THEIR FAMILY 26% TO ESCAPE THE GRIND



AND WHILE SOME CUSTOMERS ARE HAPPY GOING BACK TO BASICS...

TRIBE 1

42%

PREFER TO STAY AT SMALLER CAMPING SITES WITH FEWER FACILITIES

TRIBE 2

32%
PREFER LARGER
SITES WITH
EXTENSIVE
FACILITIES
(FEMALE BIAS)

... OTHERS ARE LOOKING TO RETAIN THOSE HOME COMFORTS.





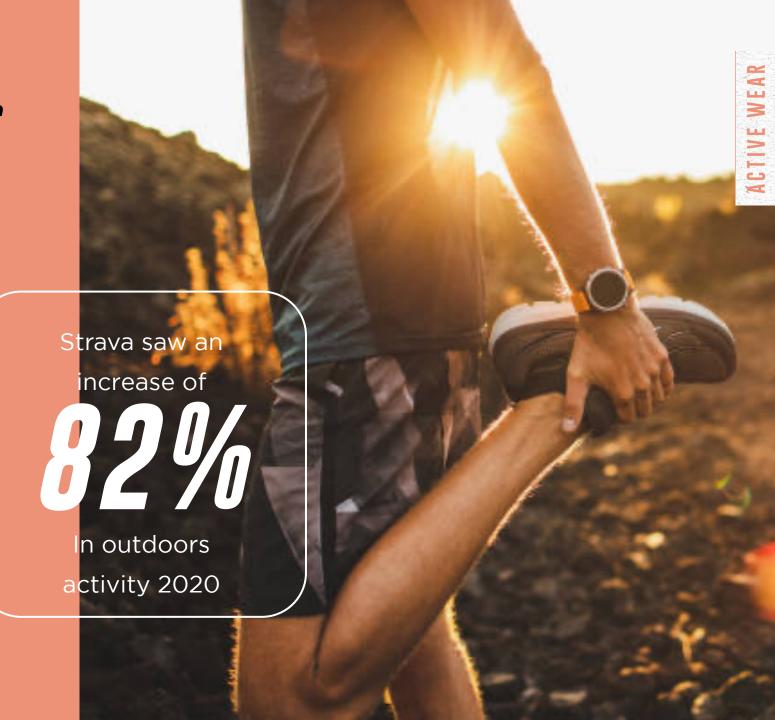


WHILE COVID-19 WREAKED HAVOC ON MOST OF THE FASHION INDUSTRY, THERE'S ONE CLEAR WINNER: ACTIVEWEAR.

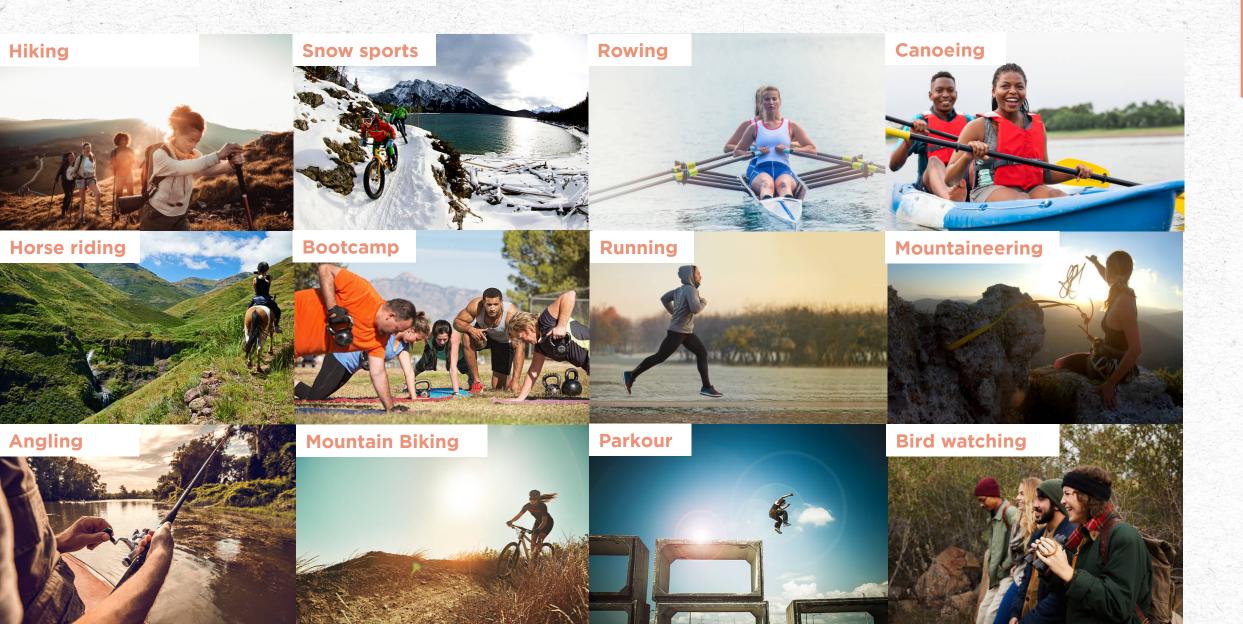
The global activewear market is now expected to be worth nearly

£547BN

by 2024.



CUSTOMERS ARE ENJOYING A WIDE RANGE OF OUTDOOR ACTIVITIES.





THERE ARE TWO TYPES OF 'ACTIVE' PEOPLE:

THE GENERALIST

64 OF THE ACTIVE OUTDOORS MARKET



Sense of being part of and exploring the natural world. Physical activity is driven by emotional purposes and revolves around exploring and learning. May be secondary to other hobbies such as bird watching or photography.

EXPLORER

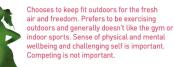
33% of Active Outdoors Market Lives life to the full. Enjoys the sense of adventure and pushing themselves physically. Personal achievement as well as 'having a good time with their mates' is important to them. The countryside is a giant playground for Adventurers.







FITNESS IN NATURE



17% of Active Outdoors Market

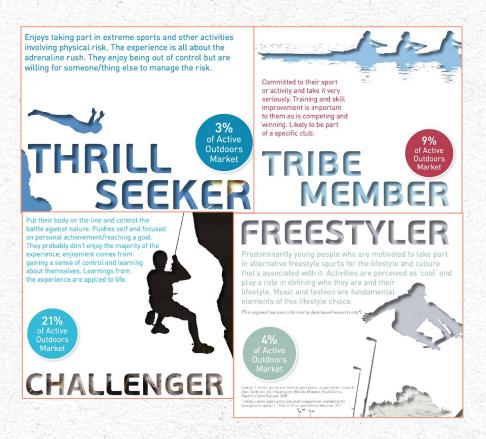


Primary purpose of visit to outdoors is for learning/personal development, physical activity is used as a means by which to learn/personally develop. These people may discover a love of a sport along the way.

LEARNER

7% of Active Outdoors Market

THE DEDICATED EXTREMIST 36 VOOF THE ACTIVE OUTDOORS MARKET



WE'RE TALKING TO THE GENERALIST.

THE GENERALIST

6406

OF THE ACTIVE OUTDOORS MARKET









CRAGHOPPERS

SS22 CALENDAR















CAMPING





	HIKE/TECHNICAL	ACTIVE	KIDS	DOFE	ARCHIVE	LIFESTYLE	TRAVEL	CAMPING
CONTENT			 	l L	 	 		l 1
Photography	x	x	x	x	X	x	x	x
Video	, x	x	x	x	X	x	х	x
				i — — — — — — — — — — — — — — — — — — —	 !	 		1
DISTRIBUTION CHANNELS	! !		 	l !	l L	 		l l
Social Media	x	x	x	x	X X	x	x	x
Own Digital channels	x	x	X	X	x	X	X	x
Influencer marketing	x	X			x		X	x
Store/Retall actvity	x	x	X	x	x	x	x	x
Pald media	x	x	x		x x	x	х	x
Out of home advertising	x	х			X		x	I
Press seeding		x			x	x	×	X



