



**CRAGHOPPERS**

**A NEW APPROACH TO  
COMMUNICATING  
TECHNOLOGIES, FEATURES  
AND BENEFITS**

***RE-ENERGISING OUR APPROACH TO  
TECHNOLOGIES TO MAKE OUR  
COMMUNICATIONS MORE RELEVANT &  
MEANINGFUL FOR THE CUSTOMER.***



# *PROCESS.*

*STAKEHOLDE  
R  
INTERVIEWS*

*QUALITATIVE  
RESEARCH*

*QUANTITATIV  
E RESEARCH*

*COMPETITOR  
AUDIT*

*RETAIL  
TRENDS*

*TECHNOLOGY  
PRINCIPLES*

*CREATIVE  
DEVELOPMEN  
T*





## ***OBJECTIVES.***

### ***SIMPLIFY & PRIORITISE***

**Our approach to  
communicating  
technologies**

### ***MAKE TECH MORE RELATABLE AND MEANINGFUL FOR CUSTOMERS***

**Showcasing why  
and how we are so  
good and how it  
benefits the  
customer in a more  
intuitive & engaging  
way**

### ***MODERNISE CURRENT DESIGN & DESCRIPTION OF OUR TECH***

### ***OPTIMISE OUR CURRENT SWING TICKET***

**In line with  
customers  
requirements &  
business objectives**

## ***SUMMARY OF RESEARCH 7 INSIGHTS***

***WHEN BUYING  
OUTDOOR  
CLOTHING  
CUSTOMERS ARE  
PRIMARILY  
INTERESTED IN  
THE PRODUCT  
BENEFITS***

**Product  
technologies &  
features are  
secondary**

***ALTHOUGH NOT  
KEY,  
TECHNOLOGIES  
STILL HAVE A  
ROLE***

**Helping compare  
products & giving  
confidence to buy**

***IN THE ONLINE  
JOURNEY, IN  
MOST CASES,  
THE MORE  
INFORMATION  
THE BETTER***

**But it has to be  
structured, clear  
and simple**

***IN STORE, THEY  
NEED  
INFORMATION TO  
VALIDATE WHAT  
THEY ALREADY  
KNOW***

**Nearly two thirds  
(62%) conduct  
research online  
before going into  
store**

***90% OF OUTDOOR  
ENTHUSIAST  
CUSTOMERS LOOK  
AT THE SWING  
TICKETS***

**To inform them of  
key benefits and  
technologies.**

***JOINED UP ON  
AND OFF LINE  
APPROACH IS  
KEY***

**Around a third  
would research on  
their phone whilst  
in store.**

***SUSTAINABILITY  
ISN'T A KEY  
PURCHASE  
FACTOR  
INITIALLY BUT  
STILL  
IMPORTANT***

**The younger  
generation in  
particular are  
looking for  
sustainability  
credentials.**



***PRODUCT  
BENEFITS ARE  
KEY AND THE  
PRODUCT STORY  
NEEDS TO BE  
BUILT AROUND  
THEM***

# ***THE ROLE OF TECH EVOLVES ACROSS THE CUSTOMER JOURNEY***

## ***INTEREST***

***I need a waterproof jacket***

Technologies...

## ***DISCOVERY***

***I start looking at different options & brands***

Convey the key benefits to get on the customers consideration list.

## ***SHORTLIST***

***I compare a few products I've shortlisted***

Help compare & demonstrate product is the best option for what they want.

## ***PURCHASE***

***I choose the one that looks the best for me***

Reassure & empower customers giving them confidence to buy.

## ***POST-PURCHASE***

***I check my jacket after purchase***

Help validate the purchase the customer has just made.

## ***FUTURE PURCHASE***

***I keep an eye out for future needs***

Demonstrate expertise to build trust & affinity with the brand.





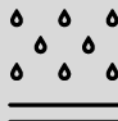
**HERE'S HOW IT IS GOING TO  
LOOK...**



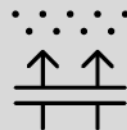
# BENEFIT LOGOS



WATERPROOF



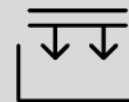
WATER  
REPELLENT



BREATHABLE



INSULATING



PACKABLE



SUN-PROTECTIVE



STRETCH



ANTI-INSECT



ANTI-ODOUR



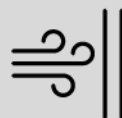
MOISTURE  
CONTROL



RECYCLED  
MATERIALS



LIGHT



WIND  
RESISTANT

# TECHNOLOGY LOGOS

AQUADRY

ECOSHIELD

DYNAMIC  
12000

NOSILIFE

NOSI  
BOTANICAL

NOSI  
DEFENCE

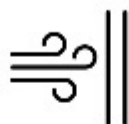
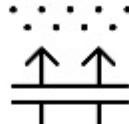
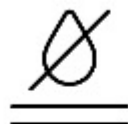
SOLAR  
SHIELD

THERMAL  
CONTROL

THERMO  
AIR+

THERMO  
PRO

# WORKBOOK



## NEW - DYNAMIC JACKET

**Fabric Description:** Bluesign-approved AquaDry Membrane recycled polyester stretch with EcoShield DWR, Dynamic 12000 recycled polyester elastane stretch mesh & recycled polyester taffeta lining. Recycled zip tape to inner pocket.

**Fabric Composition:** Main & trim: 100% polyester / Lining: 91% polyester, 9% elastane

**Sizes:** S - XXL

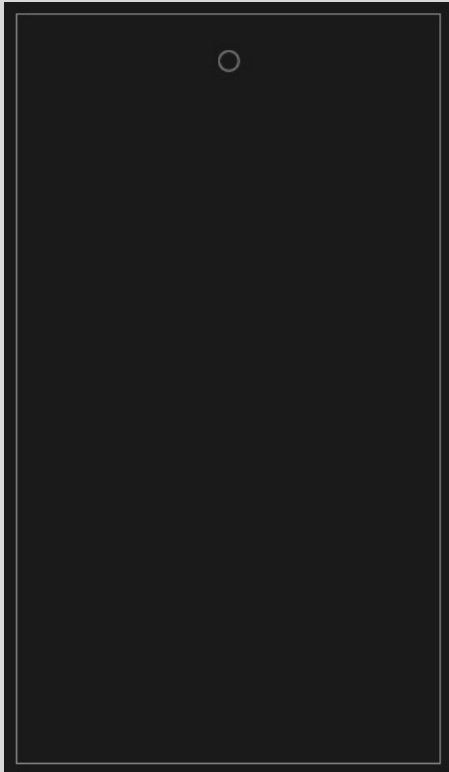
**Fit:** Active

**Weight:** 710g

**Key Features:** Waterproof 10,000mm, Breathable 10,000g/m2/24hrs, Zipped security pocket, Adjustable hem, O/S map pocket



# SWING TICKETS



**Previous main  
ticket**

**65 x 114mm**



**New large  
ticket**

**65 x 100mm**



**New small  
ticket**

**60 x 80mm**

# SWING TICKETS



## CRAGHOPPERS

SINCE 1965

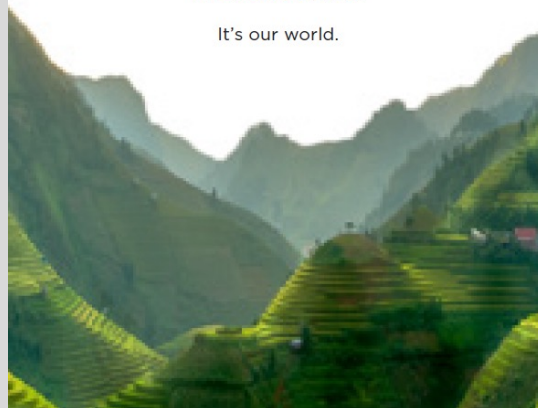
### IT'S OUR WORLD

This planet is our home, and as we enjoy its wonders, we've a duty to protect it, for ourselves and future generations.

It's why we create tech-enabled clothing to let everyone enjoy the great outdoors in comfort, in all conditions. We ensure they're mindfully made, focusing our innovation on sustainability. And we go further, supporting conservation projects across the globe.

So let's get out there and love where we live.

It's our world.

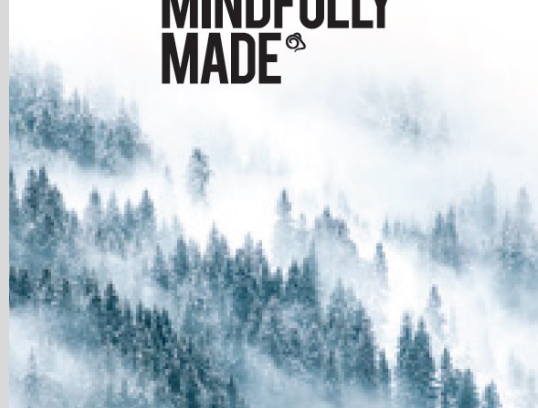


We believe in global thoughtfulness.

Doing what we can, when we can, to look after our planet. It means we're committed to creating great products, like this one, in a sustainable, mindful way. It's not a new thing, being green is stitched into our DNA.

We've always aimed to minimise our environmental footprint, as far as reasonably can and to make positive progress every year.

## MINDFULLY MADE



### GUARANTEED FOR LIFE

Reuse, recycle and repair. Our products are built to last. Register online at [craghoppers.com/guarantee](https://craghoppers.com/guarantee)

CRAGHOPPERS SUPPORTS  
**eoca**  **Ethical Trading Initiative**  
European Outdoor Conservation Association respect for workers worldwide




OUTERAW21RECECO


All our tickets and strings are 100% recycled and recyclable

# SWING TICKETS


## BENEFITS




WATER  
RESISTANT




INSULATING




ANTI-ODOUR



WIND  
RESISTANT



RECYCLED  
MATERIALS



PACKABLE

APPROXIMATELY 30 BOTTLES WERE  
RECYCLED TO MAKE THIS PRODUCT

## FEATURES

01 **RFID POCKET**  
Lorem Ipsum / Lorem Ipsum / Lorem  
Ipsum / Lorem Ipsum

02 **SECURITY POCKET**  
Lorem Ipsum / Lorem Ipsum / Lorem  
Ipsum / Lorem Ipsum

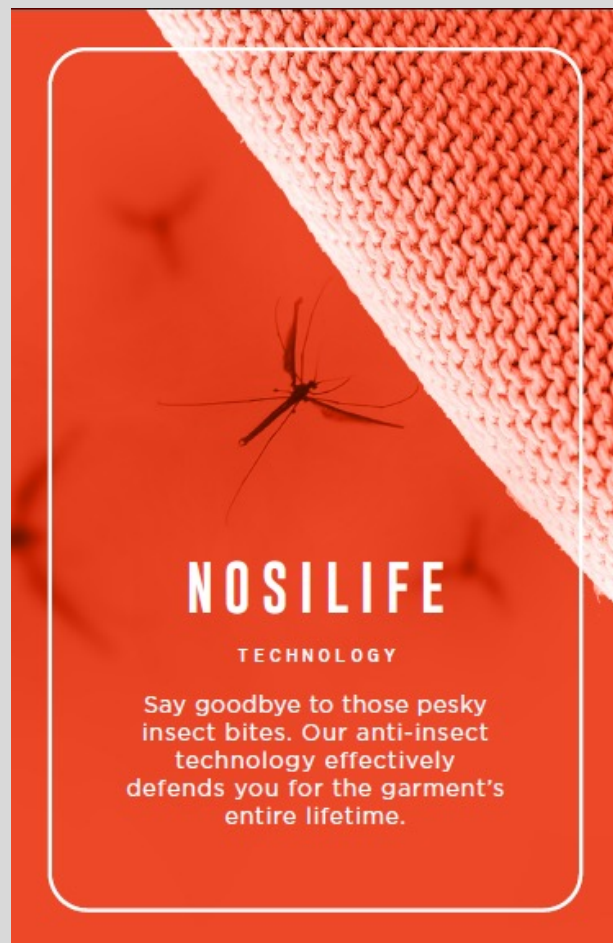
03 **STOW POCKET**  
Lorem Ipsum / Lorem Ipsum / Lorem  
Ipsum / Lorem Ipsum

04 **ELASTICATED CUFFS**  
Lorem Ipsum / Lorem Ipsum / Lorem  
Ipsum / Lorem Ipsum

05 **ADJUSTABLE HEM**  
Lorem Ipsum / Lorem Ipsum / Lorem  
Ipsum / Lorem Ipsum



# SWING TICKETS



# SWING TICKETS



# CRAGHOPPERS

SINCE 1965

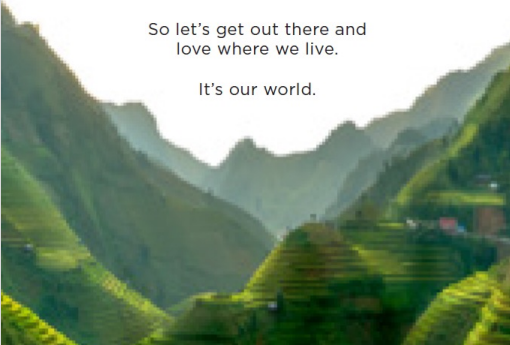
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## FEATURES

**BCI COTTON**  
Lorem Ipsum / Lorem Ipsum / Lorem Ipsum / Lorem Ipsum


CRAGHOPPERS SUPPORTS



**EoCa**  
EUROPEAN OUTDOOR CONSERVATION ASSOCIATION



**Ethical Trading Initiative**  
Respect for workers worldwide



OUTERAW2IRECECO

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***ASSET PACK TO FOLLOW***