

LEAP MATTER

JOHNSON OUTDOORS CASE STUDY



W H O W E A R E

JOHNSON OUTDOORS



For over 125 years, Johnson Outdoors have been loyal partners to climbers, hikers and campers alike on all their outdoor adventures. The brand's Eureka line has been tightly packed in the back of the car, put inside the pockets of tents, under the rafters of kayaks and strapped to backs as lifetime memories were made.

As the needs and consumer expectations evolved, so must the product innovation for Eureka.

We partnered with Johnson Outdoors to define the brand strategy, positioning and relaunch of the Eureka brand of sustainable camping equipment, constructed with Johnson Outdoors' consumers and our planet in mind.

P O S I T I O N I N G

BRAND STRATEGY



In order to work on the strategy behind Eureka, LEAP Matter had to first perfect the positioning of Eureka as the parent brand.

Eureka had been around for over 100 years and knew their audience's demographic information, but didn't know enough to nail down their psychographics.

BRAND PERSONALITY



CONFIDENT

- Subject matter expert, knowledgeable
- Strong, empowered but not bossy
- Unapologetic for seeking comfort while camping



AUTHENTIC

- Approachable and down-to-earth
- Easy to talk to, relaxed
- Uses simple, straightforward language; avoids "tech speak"
- Always open to learning more and improving



CARING

- Takes pride in making sure the trip is successful
- Empathetic to the needs of the group
- Ensures everyone is taken care of during the trip
- Leads the organization and planning of the trip and activities; is the goto with questions/concerns



STYLISH

- Simple, elegant
- Never forced or over-designed
- Fresh and contemporary
- Clean and minimalistic

By taking the known demographic data,
we put more life into their target consumer to
create a fully developed persona.



P E R S O N A

THE MILLENNIAL MOM



Hi, I'm Emily, I'm from Evanston, IL. I'm in my 30s, living a busy life as a Real Estate Agent. Finding balance can be difficult. Thankfully, my amazing husband Rob and our 4 year-old son Aiden keep me sane.

Rob and I work hard during the week but look forward to our time with family and friends on the weekends. Our favorite thing to do is hit the road to our favorite campsite at Pecatonica River Forest Preserve with Aiden and our dog, Ghost. Of course, if it's too cold or rainy, we skip the camping and head over to the Museum campus.

After a tough week, being outside really puts things into perspective. I feel grateful to be able to pick up and enjoy nature with my family whenever we can.

Although we camp to unplug from technology we still want the convenience and safety of staying connected. Plus, with a 4 year-old who is used to his 30 minutes of Paw Patrol before bedtime, having technology is a must.

When we're considering camping equipment, well organized, easy to pack, unpack (and store) are critical deciding factors. The less time we spend setting up camp, the more time we have making memories with our family and friends.

P E R S O N A

EMILY SYNOPSIS



PERSONAL BACKGROUND + LIFESTYLE

- 31 years old
- Real Estate Agent: \$71K
- Married to Rob (Financial Advisor)
- Has one child, 4 year-old son Aiden
- Has a White Shepherd named Ghost (Yes, like from GOT)
- Lives in Evanston, IL
- She's never not networking
- Drives a Toyota Highlander Hybrid
- Loves volunteering, working up a sweat at Orangetheory and hosting dinner parties

WHAT INFLUENCES HER

- Her friends, family, colleagues
- Blogs, social media, podcasts, lifestyle websites, online articles

P E R S O N A

EMILY SYNOPSIS

ONLINE/PURCHASING BEHAVIOR

- High intensity: time, activities & shopping
- Active on Facebook, Twitter, Instagram and Pinterest
- Attracted to purpose-driven brands, willing to spend more for a good cause

MAKE HER TRIP WORTH IT

- Getting outdoors for quality time with friends and family
- Offer seamless product design that blends in effortlessly into her experience
- Showcase detailed product rating/reviews, so she has peace of mind about what she's buying
- Offer a product lineup that stands for something i.e. "Tents for Trees"
- Provide a way to connect via app (Trip Tracker type function with social integration)

BRAND AFFINITIES:



With this new brand persona in place, we continued refining Eureka's brand positioning. We modified their position statement to better match what we now understood is a priority to their target audience.



V I E W P O I N T

POSITIONING STATEMENT

CURRENT

For confident, professional millennials who camped as kids and want to share the outdoor experience with their family and friends. Eureka is the only holistic solution for enjoying their outdoor adventure, while meeting their compact lifestyle needs.

EVOLVED

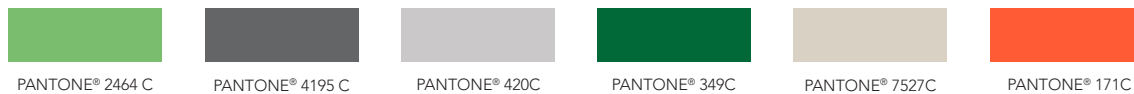
For the confident millennial camper, Eureka Everest is an integrated system that transforms the campsite into a home-away-from-home. Our versatile, portable and easy-to-use products make for a hassle-free camping experience. Now everyone can spend more quality time with each other enjoying the beauty and awe of nature.

We then went back to their logo and color palette.
When consumers first looked at the Eureka logo,
we wanted them to think of the great outdoors and
nature's union to our human body.



L O G O + P A L E T T E

EUREKA BRAND



The triangle is symbolic of the union of mind, body and spirit. It has also long been used as an icon for camping and campgrounds – reminding adventure-seekers of their outdoor experiences with family and friends.

The continuous line and overlapping shapes speak to the deep and everlasting connections they make with each other and nature. It also illustrates how the Eureka tent system can connect together.

W H A T W E K N O W

SUSTAINABILITY RESEARCH



Our latest persona research told us something extraordinary about Eureka's shopper – not only was experience the great outdoors important to them, but so was preserving nature.

Since Johnson Outdoors sold their products through retailers, we listed a few places that made sense to sell Eureka's new product line.

Many of these retailers ensure the brands they sell align with their own core values and beliefs – most centered around sustainability. To show the Eureka line would be great for these retailers, we deployed the **LEAP Panel** team – LEAP Group's research arm – to conduct additional research around sustainability.

I N N O V A T I O N

THE FUTURE



The **LEAP Panel** team not only pulled together the historical evidence of Johnson Outdoors past of sustainability focus, but also gathered what customer's needs and must-haves when it comes to sustainable products.

As the company continues to innovate their product line, we are weaving that sustainability aspect into their own brand strategy.

By saying hello to fabrics and materials made from recycled plastics and metals, and goodbye to unnecessary chemicals, we've created something good for your people and our planet with the same durability you expect from us.

Eureka — bringing you down to earth.

THANK YOU

