The Störmy Experience

Our marketing strategy plays to the personality and tendencies of our target market. We want the Störmy experience to be playful, interactive on and off-line. Whilst posting marketing material on platforms like Instagram and Facebook, two sites our target market uses daily, we will also post marketing material on Instagram and Facebook, two sites our target market uses daily.

Behavioral: Brand loyal, however, they are always willing to try new products. They prefer quality over quantity. They also love to shop online due to their busy schedule.

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**SWOT**

### Strengths

- Gender neutral, offers style for all genders
- High-quality materials
- Moisture-wicking, breathable fabric
- Adjustable features for fit
- Weather-resistant Features

### Weaknesses

- High price range
- Limited variety of styles
- Narrow breadth of products

### Opportunities

- Growing market for children's outdoor wear
- Rising interest in sustainable fashion
- New product launches

### Threats

- Competitive market
- Economic conditions
- Seasonal trends

**Marketing Strategy**

- **JUNE**
  - Host pop-up部队 to parents
  - Launch event with Nordstrom
  - Collection launch with Nordstrom
  - Website goes live

- **JULY**
  - Social Media Blast (July)
  - August 1st:
    - Free shipping on STÖRMY.com
  - August 19th-27th:
    - Collection launches inside Nordstrom (Seattle, Portland, Bellevue, San Francisco)
  - Launch event with Nordstrom
  - + Nordstrom’s Instagram
  - First post goes out on our social media

- **AUGUST**
  - Back to school pop-up (school kids)
  - Social Media Blast (August)

**Water Resistant Technology**

AATCC has published articles that emphasize the challenge in simultaneously achieving both water resistance and breathability. To identify materials that can achieve both, we researched Gore-Tex and learned about many technologies that not only provide water resistance and breathability, but also provide additional qualities such as wind resistance and stretch. Additionally, we learned about different AATCC test methods that can be used to determine whether a fabric is water resistant and/or breathable.

AATCC 35, Water Resistance: Rain Test – Children can’t resist jumping in a puddle while playing in the rain! We chose this test method for the STÖRMY Coat and the STÖRMY Rainsuit to ensure that rain water won’t seep through the fabric and hinder how long they can play outside.

AATCC 204, Water Vapor Transmission of Textiles – Children can’t resist jumping in a puddle while playing in the rain! We chose this test method for the STÖRMY Coat and the STÖRMY Rainsuit to ensure that rain water won’t seep through the fabric and hinder how long they can play outside.

**Competitive Advantage**

Störmy is completely focused on providing high quality rainwear for children. The line is unique in that all items are gender neutral. Making a unisex line enables parents to pass items down to their younger children regardless of gender, presenting parents with a better option, whilst also decreasing their impact on the environment due to less consumption of products. This niche market enables us to spend more time on testing the quality and durability of our apparel for the purpose of outdoor play. We would also like to reduce our environmental footprint, by refraining from using harmful fluorocarbons in the treatments of our garments. Because the apparel is geared for rain activities, STÖRMY can focus purely on providing customers with high-quality, rain-resistant products in a wide variety of styles.

**BUDGET**

<table>
<thead>
<tr>
<th>Marketing Budget = $45,000</th>
<th>% Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising: Instagram and Facebook ads, emails, social media influencers</td>
<td>35%</td>
</tr>
<tr>
<td>Marketing Collateral: promo codes, pop-up event costs, brochures</td>
<td>24%</td>
</tr>
<tr>
<td>Technology Costs: photography, box, bus design, pop-up events</td>
<td>38%</td>
</tr>
<tr>
<td>Technology Costs: website maintenance and content, social media</td>
<td>3%</td>
</tr>
</tbody>
</table>