

CASE STUDY
THE LADY ALLIANCE AND MAMMUT

VIRTUAL ADVENTURE SAFETY TOUR

OVERVIEW

Together The Lady Alliance and Mammut aligned adventurous ladies and their allies by amplifying voices, community, education, empowerment, badassery and adventure.

Our 6-day Virtual Adventure Safety Event brought 12 people of colour into the backcountry, donated 10 beacons, probes, and shovels to communities in need, reached an audience of **2,556,457** between August and November, had an RSVP success of **1,587 adventurers**, with over **1,200 watching** the entire event, and brought in **\$17,663 USD in retail sales**.



APPROACH

Our goal was to educate and encourage our community while furthering Mammut's brand recognition while driving sales.

The event encouraged avalanche and winter safety knowledge by showing Redbull's "Originate" episode 4, a gear and adventure preparation review with influencer Michelle Parker, reviewing snow conditions with Elyse Saugstad, showcasing proper beacon use and search refreshers with Holly Walker and Colour The Trails and finally finishing off with a giveaway of a Mammut safety package.

We created a marketing strategy, including a combination of:

- Social media posts
- Email & text marketing campaigns
- Key influencers
- Gear discounts
- Giveaways
- PR press release

This specific marketing formula has maximized reach to our community while extending to new audiences of like-minded individuals.

RESULTS

Our first Virtual Adventure Safety Tour in the summer of 2020 got a total of 471 views this grew to **1,517 views** in the most recent winter event!

We surpassed **3x** the number of views and have had many requests for another viewing soon.

Our marketing efforts resulted in a total reach of **2,556,457** individuals reading articles, viewing our posts, watching the curated video event and entering the giveaway!

PRODUCT SALES

We offered viewers an exclusive **30% discount on Mammut products** to drive sales from the event.

Best selling products were essential avalanche safety equipment featured in the event; such as Avalanche Beacons (33 sold) and Probe 280 fast lock (9 sold). Mammut received 90,441 impressions of goods through Outdoorly and 46 orders which is a 25% eyes to purchase rate!

This resulted in \$17,663 in gross sales from the event.

CONCLUSION

The event was successful in empowering the audience, which encouraged the viewers to buy!

The event brought a 174% return on investment in gear sales alone.

Mammut ultimately furthered their brand recognition with our event by sharing free expertise on safety.

Their brand name reached the eyes of **2,556,457** individuals!

