HOCKEY HELMET

DIFFERENCES IN MARKET:
- Brand recognition - logo
- Demanding customer
- Sport popularity

DIFFERENCES IN PRICE:
- Level acceptable for clients
- Unit price is difficult to define

SLOGAN:
Der einzige Schutz, den Sie brauchen!
The only protection you need

THANK YOU FOR LISTENING!
KEY HINT

PRODUCT, PLACE, PRICE. PROMOTION

PRODUCT INTRODUCTION
INTRODUCTION TO SPORT MARKETING
Differences in market:

- Brand recognition - logo
- Demanding customer
- Sport popularity

Differences in product:

- Not only material value
- Subjectively evaluated
- B2B and B2C market
- Concentration on extended product not on its core
Differences in product:

- Not only material value
- Subjectively evaluated
- B2B and B2C market
- Concentration on extended product not on its core
Differences in price:

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Differences in promotion:

- Positive sport perception
- Sponsoring
- Event marketing
- Internet and media
Differences in promotion:

- Positive sport perception
- Sponsoring
- Event marketing
- Internet and media
Sport marketing planes

• Marketing of sport
• Marketing through sport
HOCKEY HELMET

PRODUCT, PLACE, PRICE, PROMOTION

INTRODUCTION TO SPORT MARKETING

PRODUCT INTRODUCTION

PRICE

TARGET GROUP

DISTRIBUTION PLACE

PROMOTION

RESULTS

How to reach the target group

Tools to measure results of our campaign!

Technology

"In standard conditions the D30 material's molecules flow freely, allowing the material to be soft and flexible, but on impact, locks together to dissipate the impact energy and reduce the transmitted force."

Slogan:

Der einzige Schutz, den Sie brauchen! The only protection you need
PRODUCT
INTRODUCTION
**INNOVATIVE PRODUCT IDENTIFICATION**

<table>
<thead>
<tr>
<th>Method recognition</th>
<th>Product</th>
<th>Who pays?</th>
<th>For what?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invention: It’s something new, never been on market before – d30 aero</td>
<td>Hockey Helmet: protect your head during hockey games</td>
<td>Hockey players: <em>profis</em>, amateurs, beginners, kids</td>
<td>Safety, new technology, better protection, high quality, comfort, fashion,</td>
</tr>
<tr>
<td>New technology: New technology in old product – hockey helmet with d30 aero</td>
<td></td>
<td>People who are interested in buying hockey helmet as a gift</td>
<td></td>
</tr>
<tr>
<td>Specialization: Something only for special group of customers, its focused only on that group – target group – hockey players etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Richard Palmer, British Engineer
• Counter intuitive reaction
• At the same thickness, D30 transmits 63% less force than traditional padding
• Ultra thin and utilizes adhesive film
• Increased airflow
• Provides better protection, safer
Comparative impact performance at 10J Impact test based on EN1621-1

- Transmitted force (kN)
- Thickness (mm)

1. 10mm HDPE Foam
2. 10mm EVA
3. 10mm VN
4. 20mm PE/EVA Foam
5. D30 Aero
How D3O molecules work:

1. Soft & flexible
2. Locks on shock
3. Returns to flexible state

How D3O works:

- Impact force
- Outer fabric
- Inner lining
- Transmitted force
- Shock absorption
- D3O
Why is it new

It provides better protection with against concussions, which is a growing concern in contact sports. It exist only in baseball helmets but we deicded to put the same technology in a new thing – new technology in existing product.
### SWOT Analysis

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>More protection</td>
<td>Small market</td>
</tr>
<tr>
<td>Light weight</td>
<td>Unfamiliar brand</td>
</tr>
<tr>
<td>Innovative technology</td>
<td>No position on market</td>
</tr>
<tr>
<td>Sleeker design</td>
<td>No co-operation with clubs</td>
</tr>
<tr>
<td>Reasonably priced</td>
<td>Lack of distribution net</td>
</tr>
<tr>
<td>Available for everybody</td>
<td>Dependency on a single supplier</td>
</tr>
<tr>
<td>Easy to reach</td>
<td></td>
</tr>
<tr>
<td>High quality</td>
<td></td>
</tr>
<tr>
<td>Potential for growth</td>
<td></td>
</tr>
<tr>
<td>Following trends</td>
<td></td>
</tr>
<tr>
<td>Future activity widen</td>
<td></td>
</tr>
<tr>
<td>Identification with clients</td>
<td></td>
</tr>
<tr>
<td>Internet site</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector progress</td>
<td>High competition</td>
</tr>
<tr>
<td>New technologies</td>
<td>Equivalent products</td>
</tr>
<tr>
<td>New suppliers</td>
<td>Sector progress inhibition</td>
</tr>
<tr>
<td>Higher Internet popularity</td>
<td>Low barriers to enter the market</td>
</tr>
<tr>
<td>New designs</td>
<td>Exchange rate fluctuation</td>
</tr>
<tr>
<td>Material's prices decrease</td>
<td>Risk of failed investment</td>
</tr>
<tr>
<td>Bankruptcy of other companies from the sector – buying stocks and takeovers</td>
<td>Risk of demand decline</td>
</tr>
<tr>
<td>Marketing and promotion costs decline</td>
<td>Risk of not harmonious supply</td>
</tr>
</tbody>
</table>
How to use strong points and opportunities?
MARKETING GOALS

- Intensive promotion – selling growth in 2014 and then 30% every next year
- Creating an internet website with online selling option and creating 10 new sales points till the end of 06.2014 – possible interest growth
- Becoming a sponsor for at least one hockey club till the end of 6.2014
- Starting a cooperation with hockey star in first month of 2014
- Expansion to other countries
- Loyal clients – stronger brand image
<table>
<thead>
<tr>
<th>Existing markets</th>
<th>New markets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market penetration:</strong></td>
<td><strong>Market development</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Existing products</strong></td>
<td><strong>New products</strong></td>
</tr>
<tr>
<td><strong>Product development:</strong></td>
<td><strong>Diversification</strong></td>
</tr>
<tr>
<td>- Development of the product</td>
<td>- Expansion to other countries</td>
</tr>
<tr>
<td>- Sponsorship of the hockey club</td>
<td></td>
</tr>
<tr>
<td>- Increase promotion activities in order to keep clients identify with the brand</td>
<td></td>
</tr>
<tr>
<td>- Create a modern website with an online selling option</td>
<td></td>
</tr>
<tr>
<td>- Creating 10 new sales points</td>
<td></td>
</tr>
</tbody>
</table>
HOCKEY HELMET

PRODUCT, PLACE, PRICE, PROMOTION

INTRODUCTION TO SPORT MARKETING

PRODUCT INTRODUCTION

PRICE

TARGET GROUP

RESULTS

PROMOTION

How to reach the target group

Tools to measure results of our campaign!

DISTRIBUTION PLACE

Technology

“Under standard conditions, the D30 material's molecules flow freely, allowing the material to be soft and flexible, but on impact, lock together to dissipate the impact energy and reduce the transmitted force.”

SLOGAN:

Der einzige Schutz, den Sie brauchen!
The only protection you need
TARGET GROUP

**GEOGRAPHIC CHARACTERISTICS**
- Germany citizens
- West Germany
- Less East Germany
- Hockey regions

**DEMOGRAPHIC CHARACTERISTICS**
- Man and women 5-40 years old
- Hockey players (professional and amateur)
- Can afford professional hockey equipment

**PSYCHOLOGICAL CHARACTERISTICS**
- Active life
- Sport lovers
- People who prefer contact sport
- Healthy and well preserved image
- Effortful
- Persistent
- Motivated individuals

**SOCIAL CHARACTERISTICS**
- People who like to belong to a group
- People concerned about safety
- Risk and contact sport lovers
- Open to new technologies
- Confident people
GEOGRAPHIC CHARACTERISTICS

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## Segments

<table>
<thead>
<tr>
<th>Segment 1</th>
<th>Hockey clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men from 5 to 40 years who play in a professional hockey teams, in the highest</td>
</tr>
<tr>
<td></td>
<td>league and kids that belong to hockey schools. They are playing in Germany</td>
</tr>
<tr>
<td></td>
<td>and they are very susceptible to achieve all new products with new technology</td>
</tr>
<tr>
<td></td>
<td>which provides them better conditions to practice hockey.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Segment 2</th>
<th>Individual clients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Including people who play amateur hockey, men and women from 5 to 50 years</td>
</tr>
<tr>
<td></td>
<td>who live in Germany. They are recreational players but they love and follow</td>
</tr>
<tr>
<td></td>
<td>hockey and pay attention to all the new items that are available in the</td>
</tr>
<tr>
<td></td>
<td>market. They are willing to buy hockey helmet as a gift.</td>
</tr>
</tbody>
</table>
Benefits for clients in every segment? Benefits for
Benefits for organization?
**HOCKEY HELMET**

**INTRODUCTION TO SPORT MARKETING**

**PRODUCT INTRODUCTION**

**TARGET GROUP**

- **PRICE**
  - Increase sales
  - Better promotion
  - Stronger brand

**DISTRIBUTION PLACE**

**PROMOTION**

- How to reach the target group

**RESULTS**

- Tools to measure results of our campaign!

**How to measure results?**

- To posts on your social media
- Sentiment evolution
- Sales indicators
- KPI training
- Compare 'campaign data' to normal brand data

**Technology**

"In standard conditions the D30 material’s molecules flow freely, allowing the material to be soft and flexible, but on impact, lock together to dissipate the impact energy and reduce the transmitted force."

**SLOGAN:**

Der einzige Schutz, den Sie brauchen!

The only protection you need
PRICE

- Unlimited budget
- Buying the license from D30 technology producers
HOCKEY HELMET

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HOW TO MEASURE RESULTS?

- To posts on your social media platforms
- Sentiment analysis
- Sales indicators
- KPI跟踪
- Compare 'campaign burn' to normal brand boost

Technology

Technology

Slogan:
Der einzige Schutz, den Sie brauchen!
The only protection you need

Benefits for clients in every segment?
Benefits for organization?

Segments

Distribution

Promotion tools

Advertising
Direct Marketing
Public Relations
Event marketing
Sponsorship
Sales promotion
Ambush Marketing
Personal selling
DISTRIBUTION PLACE

Headquarters in Mannheim
Largest Arenas in Germany

Lanxess Arena  (1)
  Location: Köln (Deutz)  Germany
  Capacity: 18,500 individuals

O2 World Berlin  (2)
  Location: O2 World Berlin-Friedrichshain
  Capacity: 14,200 individuals

Eisstadion Inzell  (3)
  Location: Inzell
  Capacity: 20,000 individuals

SAP Arena Mannheim  (4)
  Location: Mannheim
  Capacity: 13,600 individuals

ISS Arena Dusseldorf  (5)
  Location: Düsseldorf
  Capacity: 13,400 individuals
SALE POINTS

Fussen

Schwenningen

Mannheim
Cooperation with Decathlon

Branches in main regions
Branches in main regions
Campaign time: 1 year
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OUTLINE

How to measure results?

- To posts on your social
- Sentiment evaluation
- Sales indicators
- KPI tracking
- Compare 'campaign boost'
  to normal brand boost

Benefits for clients in every segment?

Benefits for organization?

Segments

SLOGAN:

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The only protection you need

Promotion tools

Advertising

Direct Marketing

Public Relations

Event marketing

Sponsorship

Sales promotion

Personal selling

Ambush Marketing

www.d30helmets.de

Why is it new?

D30, the best protection on the market!

D30 "The only protection you need!"
PROMOTION

How to reach the target group?
SLOGAN:
Der einzige Schutz, den Sie brauchen!
The only protection you need
Promotion tools

Advertising

Direct Marketing

Public Relations

Event marketing

Sponsorship

Sales promotion

Personal selling

Ambush Marketing
on tools
Advertising
Marketing
Cooperation with famous Ice Hockey player
Johan Hecht
Commercial during Ice Hockey Games

Commercial Sport TV Channels
Commercial during Ice Hockey Games
Commercial during Ice Hockey Games

Commercial Sport TV Channels
• Billboards next to Hockey Arenas
• Commercials in strategic transportation places
• Commercials in Fan shops, sale points
Der einzige Schutz, den Sie brauchen!
d30™
unverwüstlich!
Commercials for kids
Hockey safety trend
Hockey Rinks are a lot warmer than you think.
Sicherer spielen!

Der einzige Schutz, den Sie brauchen!
Promotion tools

Advertising
Direct Marketing

Public Relations

Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing
Cooperation with newspapers

Kicker

Eishockey-Magazin

Hockey

Vorschau
-Junior-WM in Indien

WORLD LEAGUE DAMEN
SCHWIERIGER
START
Invitations for important people
Corporate identity
Promotion tools

Advertising
Direct Marketing

Public Relations

Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing
Advertisement tools

Direct Marketing

Public Relations
Promotion tools
- Advertising
- Direct Marketing
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- Sales promotion
- Personal selling
- Ambush Marketing
Event marketing
Sponsorship
Sales promotion
Sponsorship
Promotion tools

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Public Relations

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Sponsorship
Sales promotion

Personal selling

Ambush Marketing
Event marketing
Sponsorship
Sales promotion
Events for Hockey schools

Berlin, Mannheim and Hamburg Hockey schools

Little championships, meetings with stars, games with stars participation, attractions, helmet presentation, gadgets, family participation
Events for mentioned regions
Bavaria and North Rhine-Westphalia

NHL PLAYERS
Ice Hockey Summer Camp
Experience 10 days of Hockey School in Germany with highly specialized coaching staff with proven International coaching experience.

Place: Fussen or some other nice place!

Each day receive a world class instruction in Power Skating, Skills and Tactics 3 hours on ice.
Power Skating
Stick Skill
Puck Control
Shooting
Passing & Receiving
Small are games (1-1/2-2/3-3)
All concepts taught at the International, Junior and Professional levels

What is more! Language classes, activites during free time and trainings with the most famous players in Germany and NHL.
Promotion tools

Advertising
Direct Marketing

Public Relations

Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing
Do you know what ambush marketing is?
You know what ambush marketing

Der einzige Schutz, den Sie brauchen!
Promotion tools

Advertising

Direct Marketing

Public Relations

Event marketing

Sponsorship

Sales promotion

Personal selling

Ambush Marketing
Personal selling

Sales promotion

Duplicates
Personal selling
Event marketing
Sponsorship
Sales promotion
Personal selling
Sales promotion

"Die Adler" Mannheim Eishockey GmbH

Saison 2001/02

Eisbären Berlin 1

1000581863 Erw. 18.11.2001

Prezi
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“D30™ Technology

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Benefits for clients in every segment?
Benefits for organization?

Segments

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Benefits for clients in every segment?
Benefits for organization?
RESULTS

Tools to measure results of our campaign!
How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare ‘campaign buzz’ to ‘normal brand buzz’
Thank you for listening!