

Differences in market:

- Brand recognition - logo
- Demanding customer
- Sport popularity



Differences in price:

- Level acceptable for clients
- Unit price is difficult to define



MARKETING GOALS



How to use strong points and opportunities?

Sport marketing planes

- Marketing of sport
- Marketing through sport



How to measure results?

- The more on your local groups
- Sponsorship activation
- Sales volume
- PR in selling
- Customer loyalty (how?)
- The brand brand power?



Thank you for listening! 😊



SALE POINTS



Campaign time: 1 year



d30™ HOCKEY HELMET

PRODUCT, PLACE, PRICE, PROMOTION

Technology

In standard conditions the D30 helmet is made of two shells and two linings. But all impact is brought together to dissipate the impact energy and reduce the so-called load!




Segments

- Club- and youth leagues
- Professional leagues
- Top level
- Amateur leagues
- Fans

Benefits for clients in every segment?

Benefits for organization?

Promotion tools

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

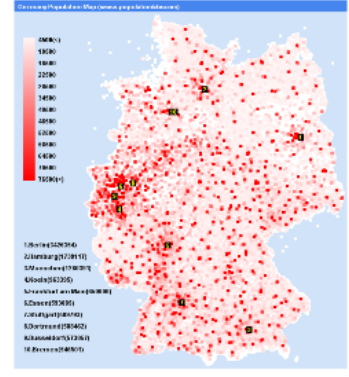
SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need



Corporate identity

- Largest Arenas in Germany
- Lanxess Arena (1)
Location: Köln (Deutschland)
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 Düsseldorf (5)
Location: Düsseldorf
Capacity: 13,400 Individuals

Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



d30™ HOCKEY HELMET

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

PRODUCT, PLACE, PRICE. PROMOTION

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"



Segments

Segment 1: Hockey clubs
 "Most teams in the top leagues will play in a professional arena... they are looking for a technology which provides them with an exceptional level of protection..."

Segment 2: Topical people who play amateur hockey... they are looking for a technology which provides them with an exceptional level of protection..."

Benefits for clients in every segment?

Benefits for organization?



DISTRIBUTION PLACE

Headquarters in Mannheim

Promotion tools

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

Cooperation with famous Ice Hockey player **Johan Hecht**



SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de



DOCKEY H

PRODUCT, PLACE, PRICE. PROMOTION

PRODUCT
INTRODUCTION



OUTLINE

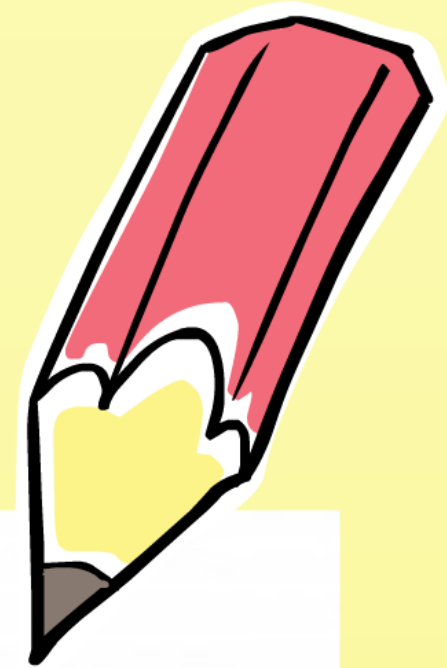
- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

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:

- Level acceptable for clients
- Unit price is difficult to define



Differences in promotion:

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



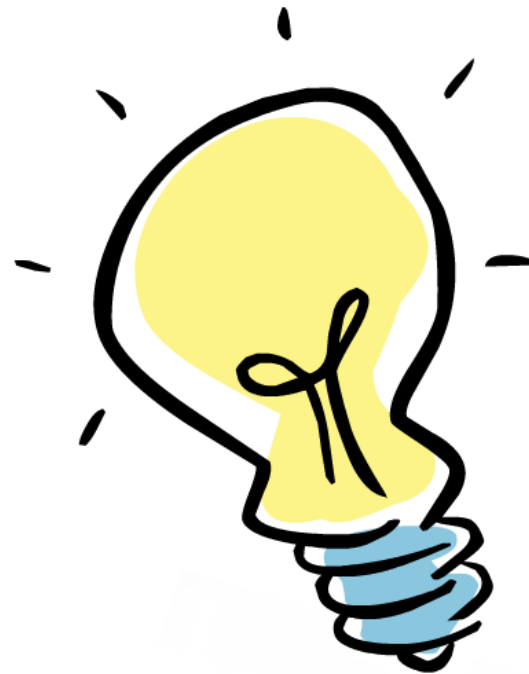
Differences in promotion:

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



Sport marketing planes

- Marketing of sport
- Marketing through sport



Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



d30™ HOCKEY HELMET

PRODUCT, PLACE, PRICE. PROMOTION

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

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"



Segments

Segment 1: Hockey clubs

"Most teams in the top leagues will play in a professional arena... they are looking for a technology which provides them with an exceptional level of protection for their players."

Segment 2: Specialized people who play amateur hockey, in an arena or on an outdoor rink.

"They are recreational players but they love the game and they are willing to buy hockey equipment as a gift."

Benefits for clients in every segment?

Benefits for organization?

Promotion tools

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

Cooperation with famous Ice Hockey player **Johan Hecht**



SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need



Direct marketing
www.d30helmets.de




PRODUCT INTRODUCTION



INNOVATIVE PRODUCT IDENTIFICATION

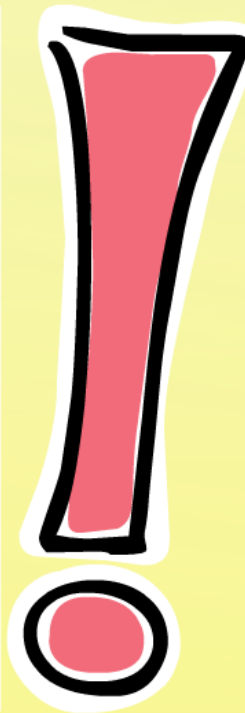
Method recognition	Product	Who pays?	For what?
 Invention: It's something new, never been on market before - d30 aero New technology: New technology in old product - hockey helmet with d30 aero	Hockey Helmet: protect your head during hockey games	Hockey players: pros, amateurs, beginners, kids People who are interested in buying hockey helmet as a gift	Safety, new technology, better protection, high quality, comfort, fashion,
 Specialization: Something only for special group of customers, its focused only on that group - target group - hockey players ect.			

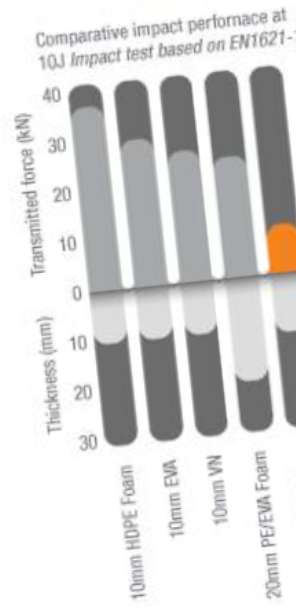


INNOVATIVE PRODUCT IDENTIFICATION



Method recognition	Product	Who pays?	For what?
<p><u>Invention</u>: It's something new, never been on market before – d30 <u>aero</u></p> <p><u>New technology</u>: New technology in old product – hockey helmet with d30 aero</p> <p><u>Specialization</u>: <u>Something</u> only for special group of customers, <u>its</u> focused only on that group – target group – hockey players ect.</p>	Hockey Helmet: protect your head during hockey games	Hockey players: <u>profis</u> , amateurs, beginners, kids People who are interested in buying hockey helmet as a gift	Safety, new technology, better protection, high quality, comfort, fashion,





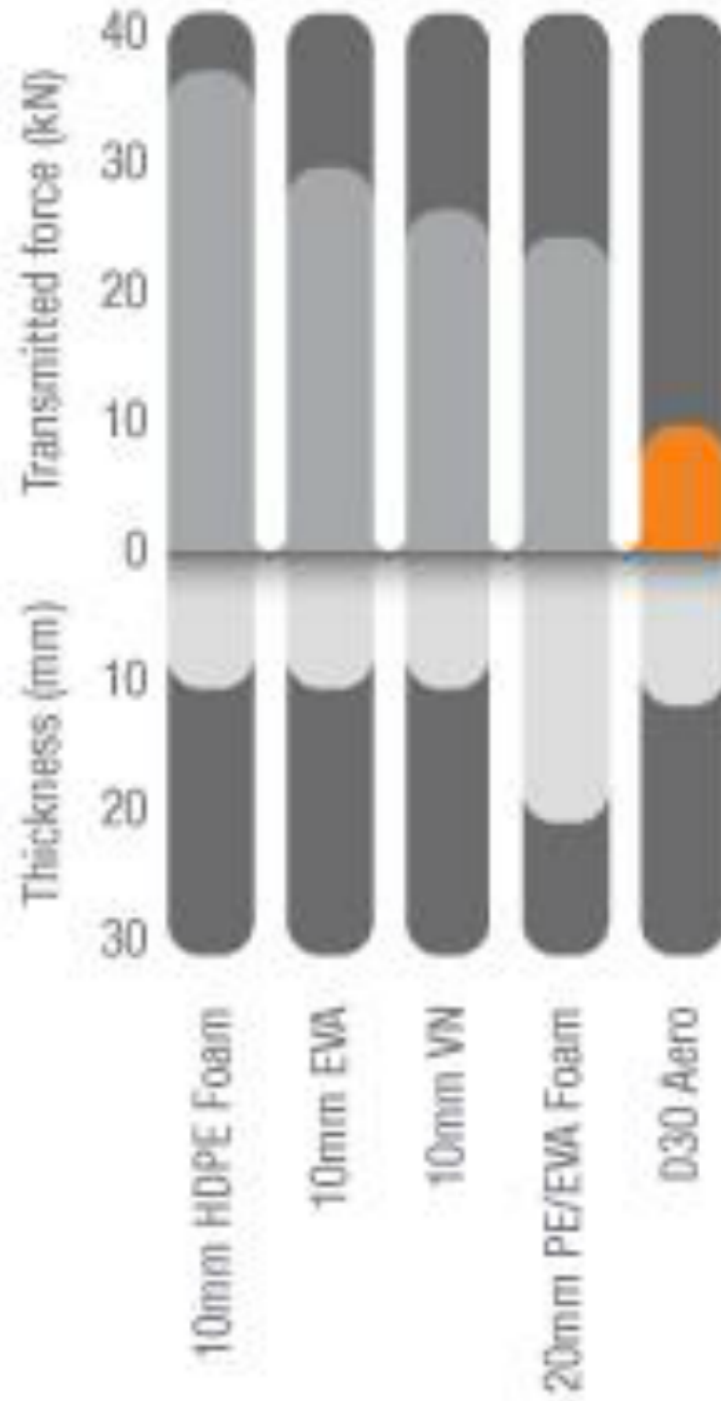


YouTube

- 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



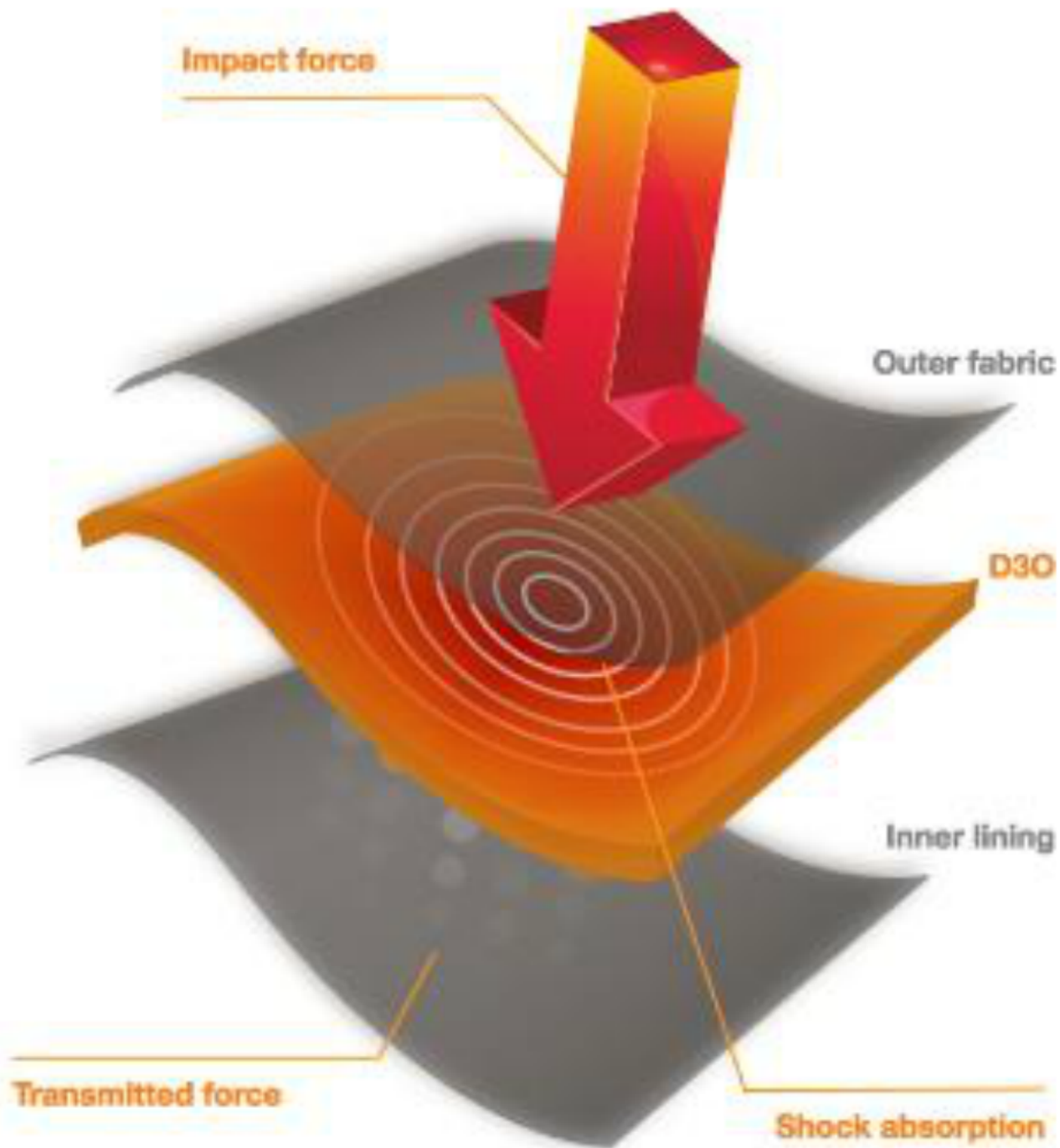
How D30 me

- 1.
- 2.
- 3.

How D30 molecules work:

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

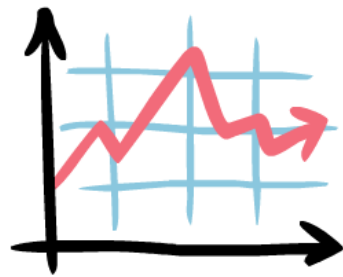
How D30 works



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

STRENGTHS

- More protection
- Light weight
- Innovative technology
- Sleeker design
- Reasonably priced
- Available for everybody
- Easy to reach
- High quality
- Potential for growth
- Following trends
- Future activity widen
- Identification with clients
- Internet site

WEAKNESSES

- Small market
- Unfamiliar brand
- No position on market
- No co-operation with clubs
- Lack of distribution net
- Dependency on a single supplier

OPPORTUNITIES

- Sector progress
- New technologies
- New suppliers
- Higher Internet popularity
- New designs
- Material's prices decrease
- Bankruptcy of other companies from the sector – buying stocks and takeovers
- Marketing and promotion costs decline

THREATS

- High competition
- Equivalent products
- Sector progress inhibition
- Low barriers to enter the market
- Exchange rate fluctuation
- Risk of failed investment
- Risk of demand decline
- Risk of not harmonious supply

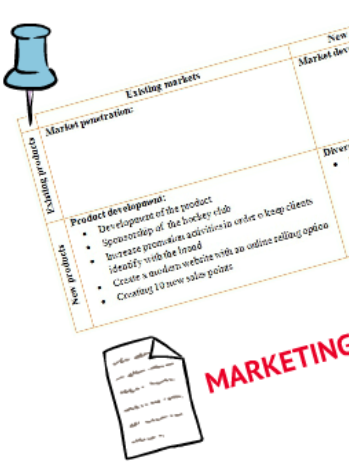
MARKETING GOALS

Promotion – selling growth in 2014 and then 30% per year
 Internet website with online selling option and new sales points till the end of 06.2014 – interest growth
 Sponsor for at least one hockey club till the end of 2014
 Cooperation with hockey star in first month of 2014
 Expansion to other countries
 Stronger brand image



SWOT

STRENGTHS <ul style="list-style-type: none"> • More protection • Light weight • Innovative technology • Sleeker design • Reasonably priced • Available for everybody • Easy to reach • High quality • Potential for growth • Following trends • Future activity widen • Identification with clients • Internet site 	WEAKNESSES <ul style="list-style-type: none"> • Small market • Unfamiliar brand • No position on market • No co-operation with clubs • Lack of distribution net • Dependency on a single supplier
OPPORTUNITIES <ul style="list-style-type: none"> • Sector progress • New technologies • New suppliers • Higher Internet popularity • New designs • Material's prices decrease • Bankruptcy of other companies from the sector – buying stocks and takeovers • Marketing and promotion costs decline 	THREATS <ul style="list-style-type: none"> • High competition • Equivalent products • Sector progress inhibition • Low barriers to enter the market • Exchange rate fluctuation • Risk of failed investment • Risk of demand decline • Risk of not harmonious supply



MARKETING

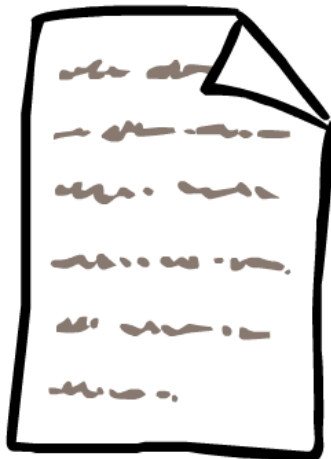
How to use strong points and opportunities?

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



	Existing markets	New markets
Existing products	Market penetration:	Market development
New products	Product development: <ul style="list-style-type: none"> • Development of the product • Sponsorship of the hockey club • Increase promotion activities in order o keep clients identify with the brand • Create a modern website with an online selling option • Creating 10 new sales points 	Diversification <ul style="list-style-type: none"> • Expansion to other countries



MARKETING STRATEGY

Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



d30™ HOCKEY HELMET

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

PRODUCT, PLACE, PRICE. PROMOTION

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"



Segments

Segment 1: Hockey clubs

"Most teams in the top leagues are professional clubs with limited budgets. In the lower leagues and clubs that belong to hockey federations, they are growing at a steady pace and they are very receptive to new technologies which offer the possibility of increasing their revenue."

Segment 2: Topical people who play amateur hockey, and are looking for a way to increase their skills. They are recreational players and they are willing to pay for the best equipment available in the market. They are willing to buy hockey helmets as a gift."

Benefits for clients in every segment?

Benefits for organization?

Promotion tools

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

Cooperation with famous Ice Hockey player Johan Hecht

SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de

Why is it new?

There is a better protection with growing concerns in contact sports, it is not only on baseball networks, but we decided to put the same technology in hockey product



TARGET GROUP

GEOGRAPHIC CHARACTERISTICS



- Germany citizens
- West Germany
- Less East Germany
- Hockey regions



DEMOGRAPHIC CHARACTERISTICS

- Men 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



- Germany citizens
- West Germany
- Less East Germany
- Hockey regions

DEMOGRAPHIC CHARACTERISTICS

- Men 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

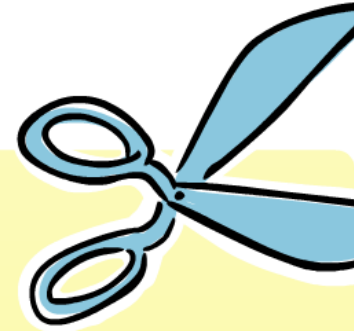


SOCIAL CHARACTERISTICS

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



Segments



Segment 1

Hockey clubs

Men from 5 to 40 years who play in a professional hockey teams, in the highest league and kids that belong to hockey schools. They are playing in Germany and they are very susceptible to achieve all new products with new technology which provides them better conditions to practice hockey.

Segment 2

Individual clients

Including people who play amateur hockey, men and women from 5 to 50 years who live in Germany. They are recreational players but they love and follow hockey and pay attention to all the new items that are available in the market. They are willing to buy hockey helmet as a gift.

Germany. They are recreational players but they love and follow hockey and pay attention to all the new items that are available in the market. They are willing to buy hockey helmet as a gift.

**Benefits for clients
in every segment?**

Benefits for

every suggestion

Benefits for organization?

Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



d30™ HOCKEY HELMET

PRODUCT, PLACE, PRICE. PROMOTION

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

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"



Segments

Segment 1: Hockey clubs

"Most teams in the top leagues will play in a professional arena... they are looking for a technology that can help them to reduce the risk of injury... they are looking for a technology that can help them to reduce the risk of injury... they are looking for a technology that can help them to reduce the risk of injury..."

Segment 2: Specialized people who play amateur hockey, in a non-professional arena... they are looking for a technology that can help them to reduce the risk of injury... they are looking for a technology that can help them to reduce the risk of injury..."

Benefits for clients in every segment?

Benefits for organization?

Promotion tools

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

Cooperation with famous Ice Hockey player **Johan Hecht**



SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de



PRICE



- Unlimited budget
- Buying the license from D30 technology producers



Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



SALE POINTS

Füssen

Schwermeringen

Mannheim

d30™ HOCKEY HELMET

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

PRODUCT, PLACE, PRICE. PROMOTION

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"



Segments

Segment 1: Hockey clubs

"Most teams in the top leagues will play in a professional arena... they are looking for technology and they are very keen that looking to hockey products... they are looking for technology which provides them with an edge in their competition... they are looking for technology which provides them with an edge in their competition... they are looking for technology which provides them with an edge in their competition..."

Segment 2: Specialized people who play amateur hockey, in and around the D30 technology in Germany. They are recreational players but they love and follow hockey and pay attention to all the news items that are available in the market. They are willing to buy hockey helmet as a gift.

Benefits for clients in every segment?

Benefits for organization?



Promotion tools

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

Cooperation with famous Ice Hockey player Johan Hecht

Why is it new?

It's a better protection with growing concern in contact sports... it's a new thing... it's a new thing... it's a new thing...

SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de

DISTRIBUTION PLACE



Headquarters
in Mannheim



FLINE
to sport marketing
uction

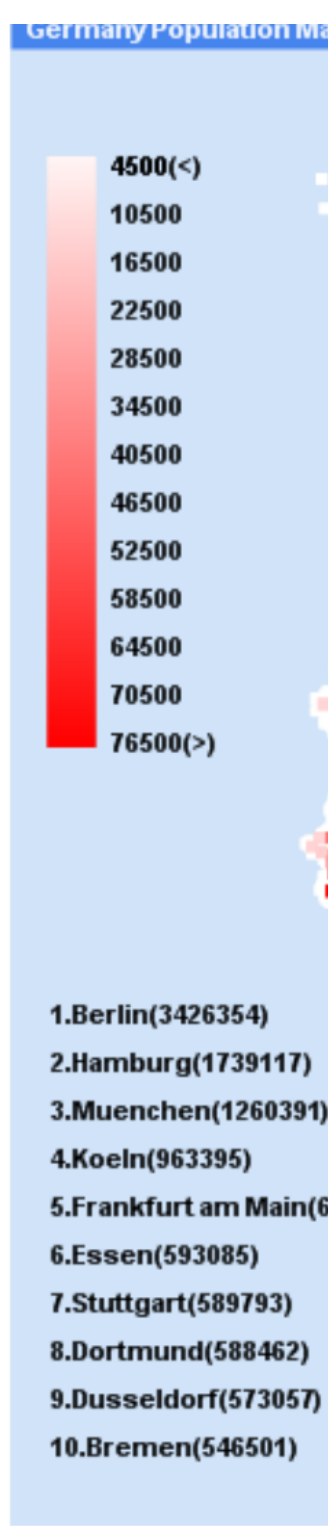


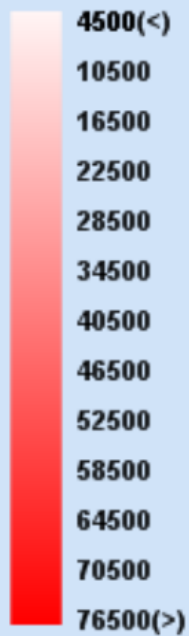
t league and
are very
them better

ars who live in
ay attention to
ey helmet as a

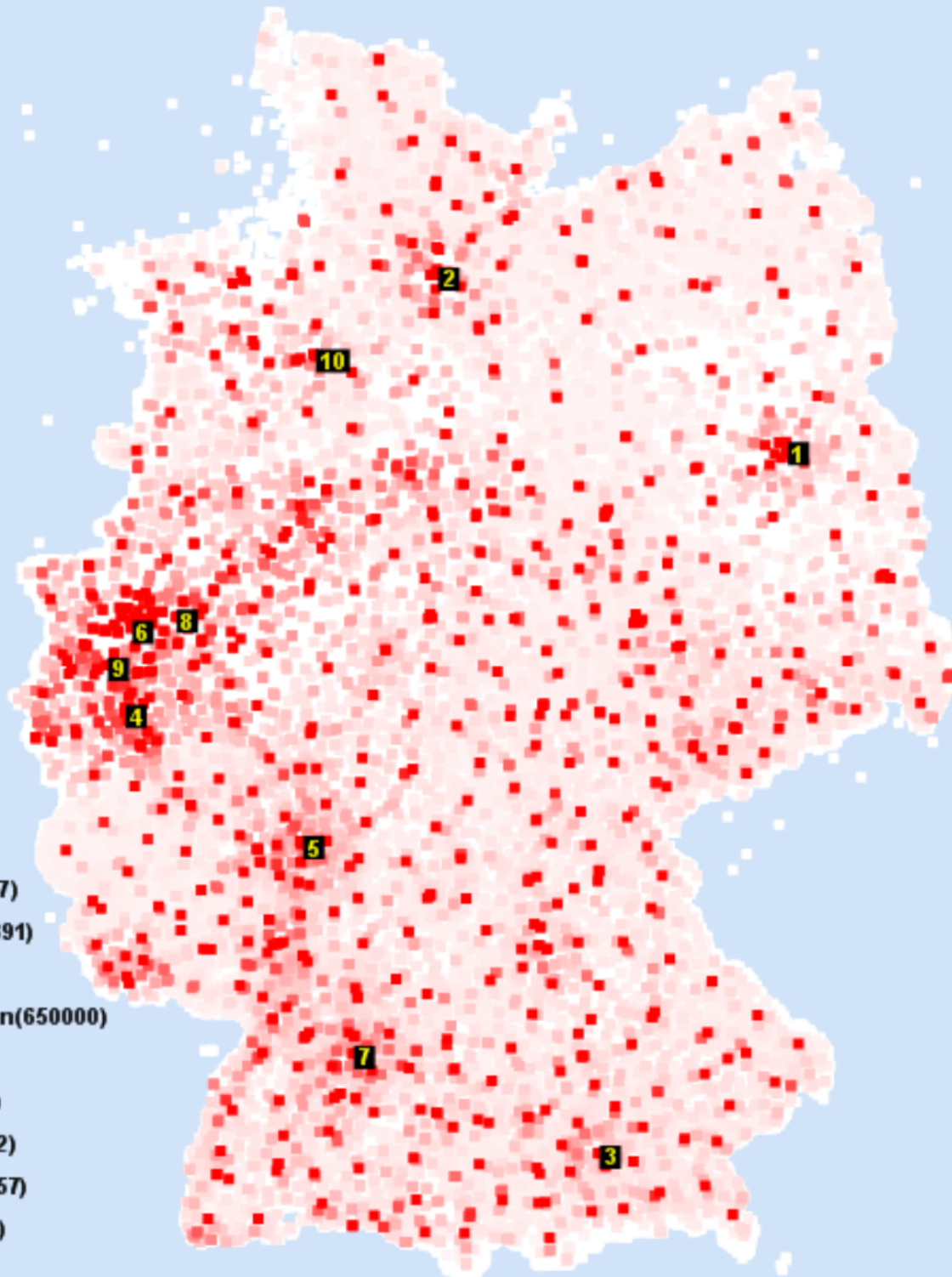
ients
ent?

r
on?





1. Berlin(3426354)
2. Hamburg(1739117)
3. Muenchen(1260391)
4. Koeln(963395)
5. Frankfurt am Main(650000)
6. Essen(593085)
7. Stuttgart(589793)
8. Dortmund(588462)
9. Dusseldorf(573057)
10. Bremen(546501)



Largest
Lanxess
Location
Capaci

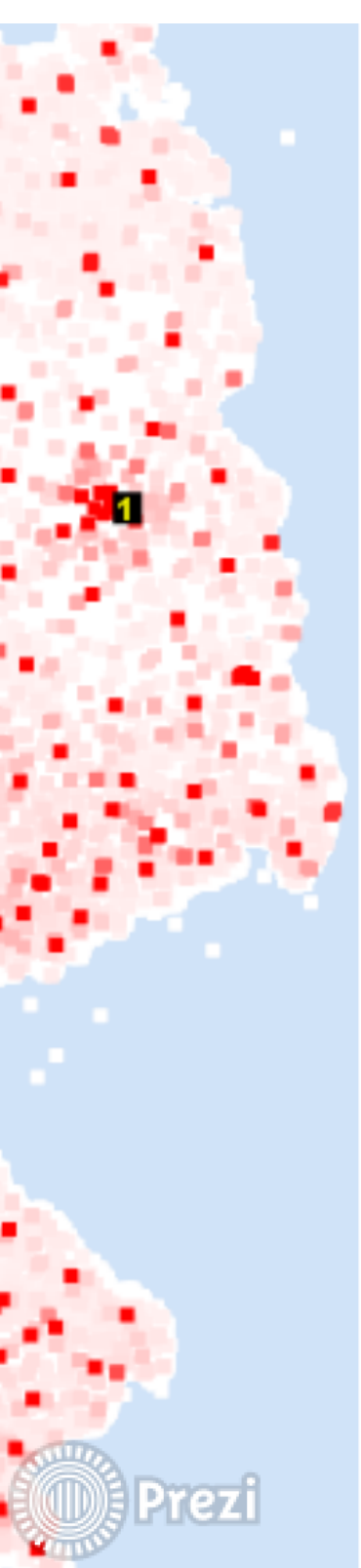
O2 World
Location
Friedrich
Capaci

Eisstadion
Location
Capaci

SAP Area
Location
Capaci

ISS Arena
Location
Capaci

n Berlin



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

DISTRIBUTION PLACE



Headquarters
in Mannheim

SALE POINTS

Fussen



Schwenningen



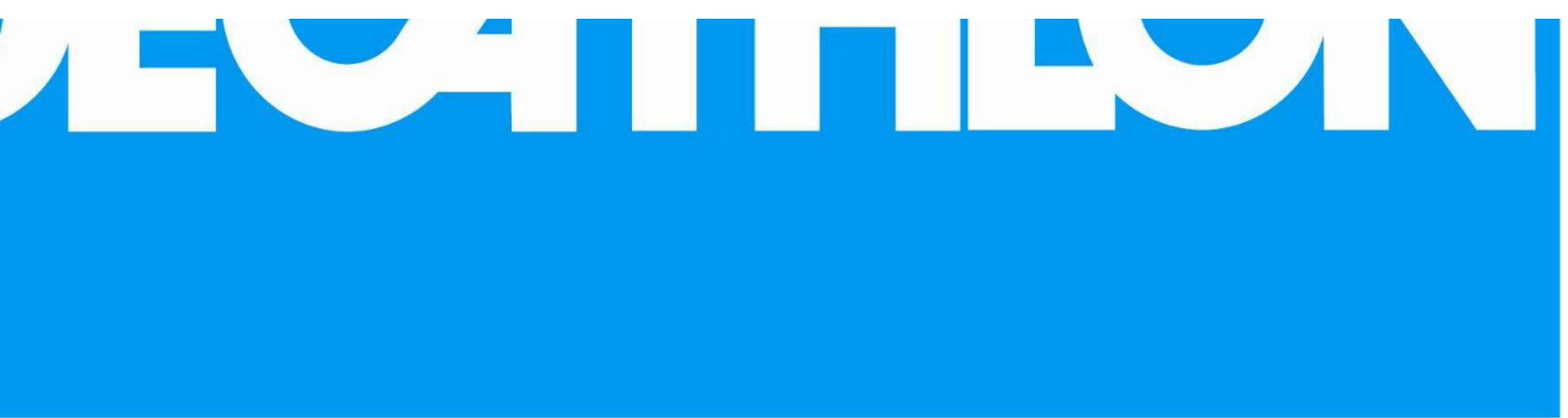
Mannheim



Cooperation with Decathlon

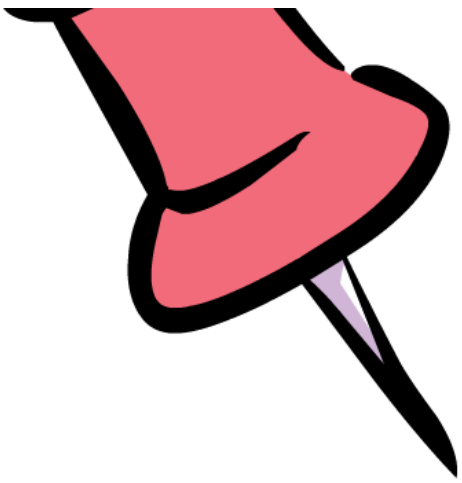
DECATHLON

Branches in main regions



Branches in main regions





Campaign time:

1 year



Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



SALE POINTS

Füssen

Schwermeringen

Mannheim

d30™ HOCKEY HELMET

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

PRODUCT, PLACE, PRICE. PROMOTION

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"



Segments

Segment 1

These teams play in the highest level of hockey in the Bundesliga league and have the highest budget. They are interested in technology and they are very open to innovation. They are interested in technology which provides them with an advantage in the market.

Segment 2

These teams play in the second level of hockey in the Bundesliga league and have a smaller budget. They are interested in technology which provides them with an advantage in the market. They are willing to buy hockey equipment as a gift.

Benefits for clients in every segment?

Benefits for organization?



Current D30 Hockey Helmets

- Current D30 Hockey Helmets
- All the same material (D30) for the helmet, but we have different colors and different shapes.
- Personalized helmets, with

Promotion tools

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

Cooperation with famous Ice Hockey player Johan Hecht

Why is it new?

It is a better protection with growing concerns in contact sports. It is not only on the market, but we decided to put the same technology in a new shape - new technology in existing product.

SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de

PROMOTION



**How to reach
the target group**





SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Corporate



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**



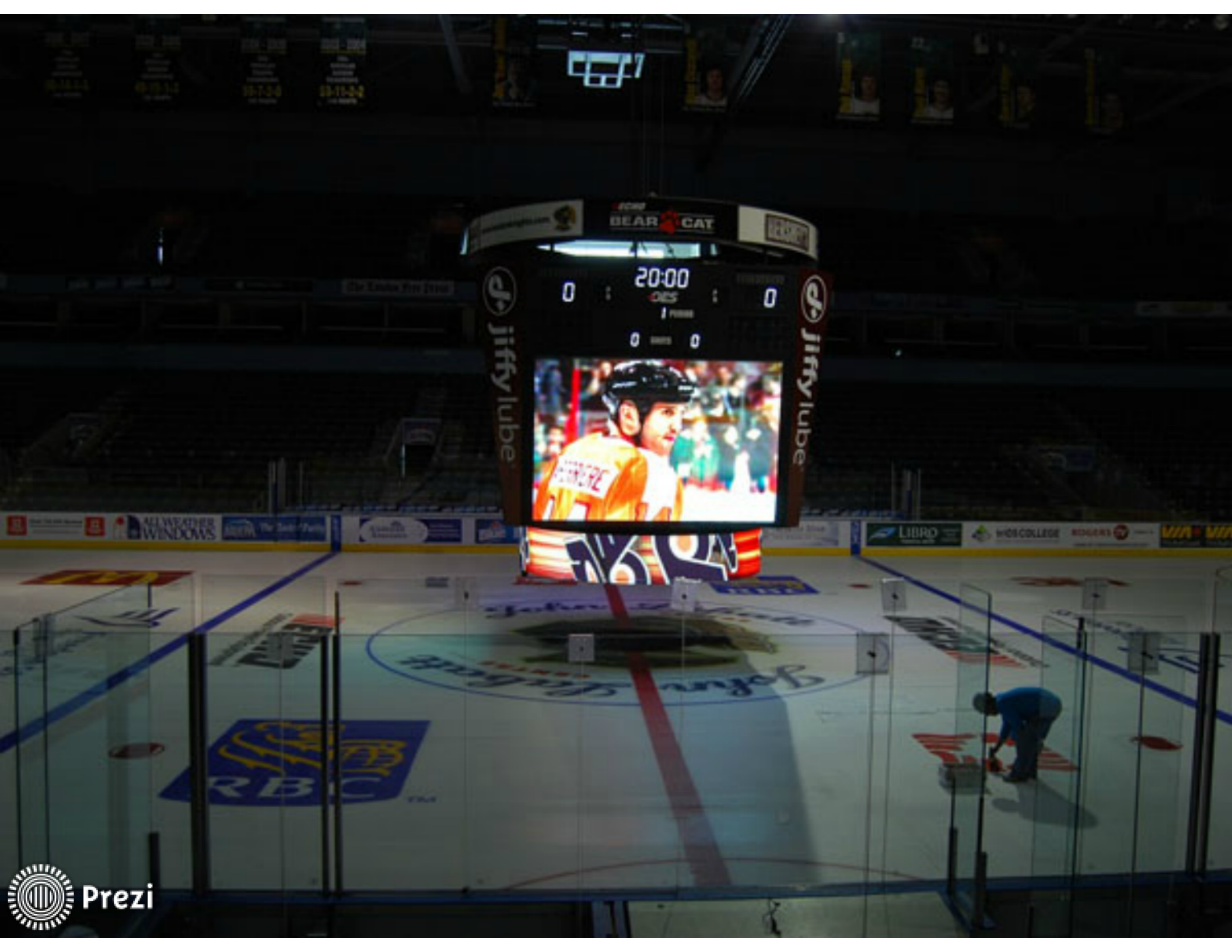
Commercial during Ice Hockey Games

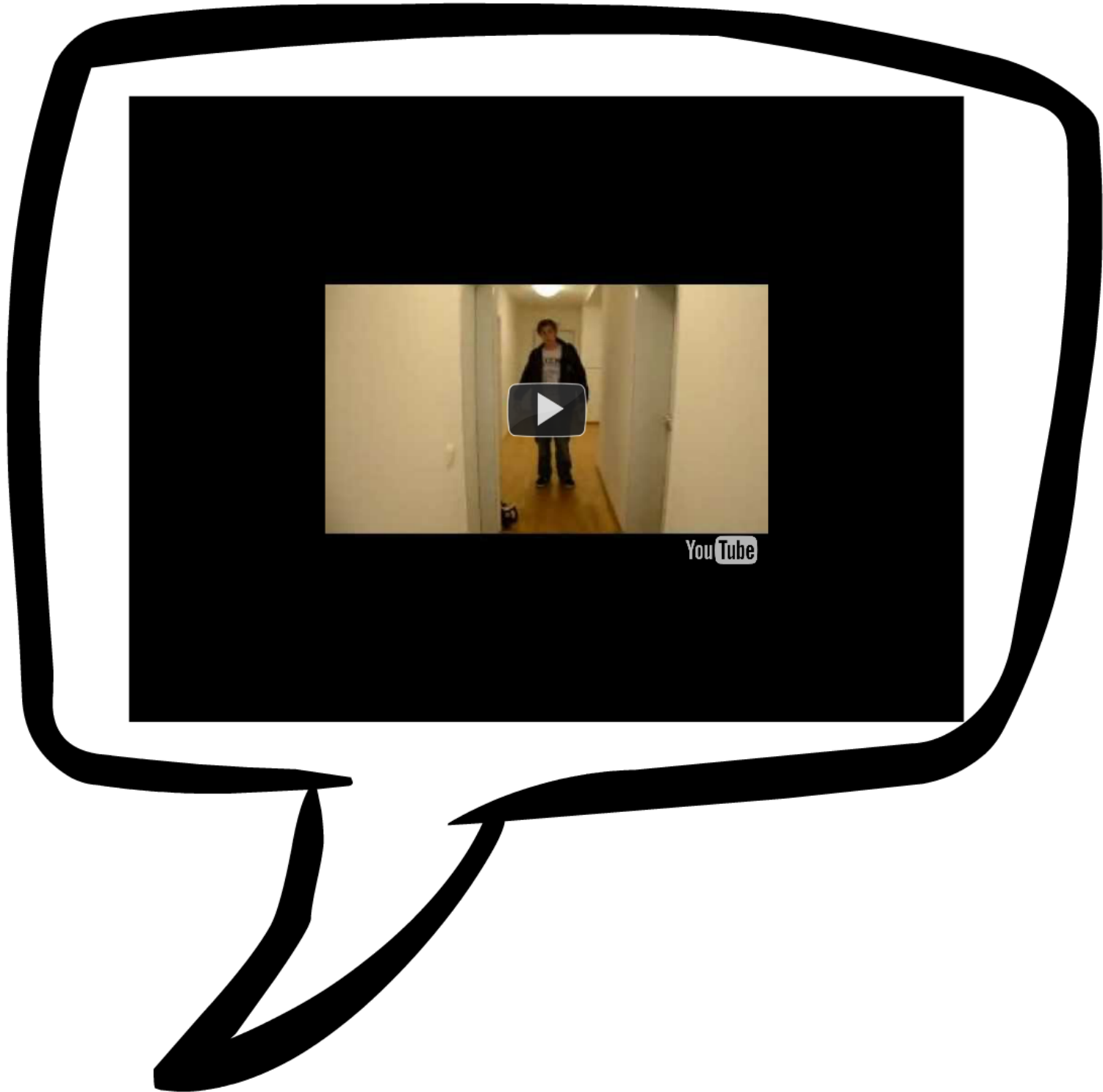


Commercial Sport TV Channels

Commercial during Ice Hockey Games







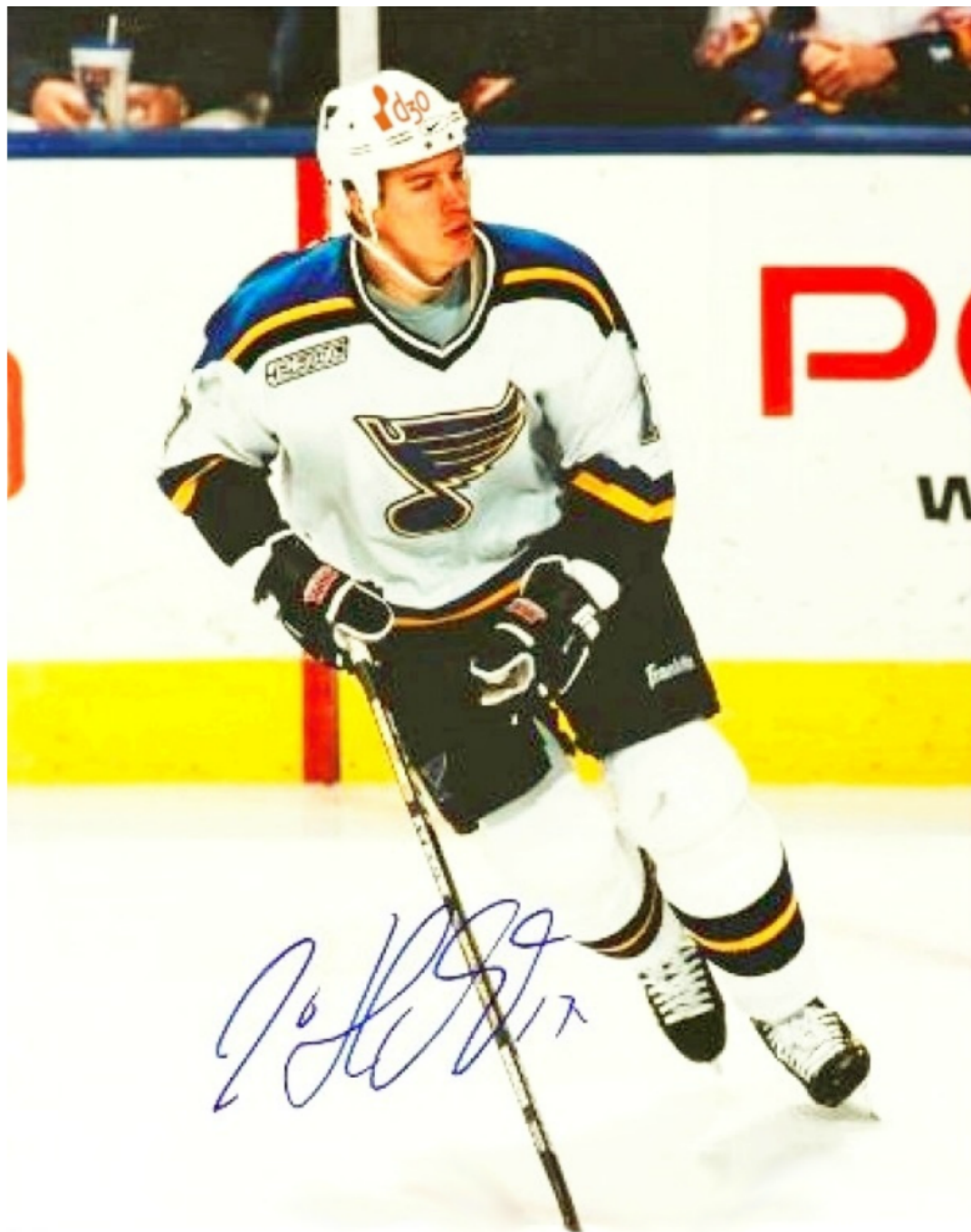
Commercial during Ice Hockey Games



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 !**

...ue



unverwüstlich!



Commercials for kids





Hockey safety trend

☆☆☆
**HOCKEY RINKS ARE A LOT
WARMER THAN YOU THINK.**



ONEGOAL



Prezi

Learning to play hockey teaches kids a lot more than just hockey. See how easy it is to get started. prezi.com/1234567890/



**Sicherer
spielen!**



**Der einzige Schutz,
den Sie brauchen !**

Promotion tools



Advertising
Direct Marketing



Public Relations



Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing



Advert

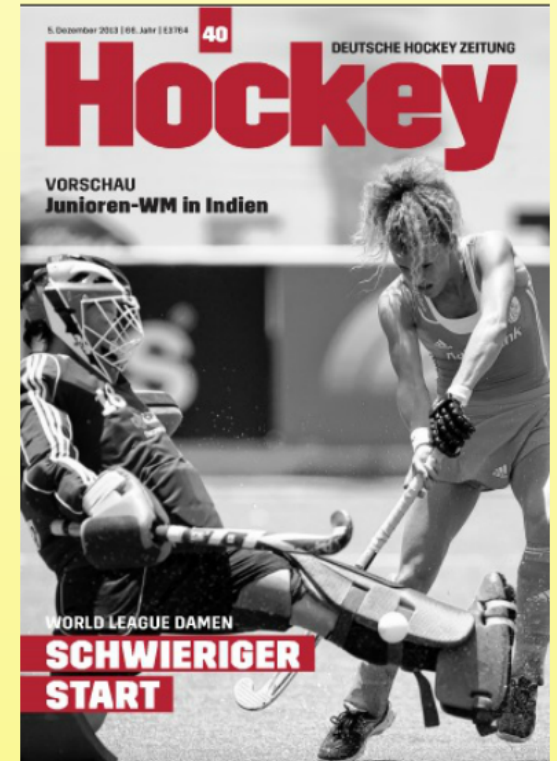
Direct Marketin

Public Relations



E
S

Cooperation with newspapers



Invitations for important people



Gernot Tripcke



Geschäftsführer

Corporate identity



Promotion tools



Advertising
Direct Marketing



Public Relations



Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing

DEFINITION TOOLS

Advertising

Direct Marketing

Public Relations

Promotion tools



Advertising
Direct Marketing



Public Relations



Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing

ORIS

Event market

Sponsorship

Sales promotion



Sponsorship



Promotion tools



Advertising
Direct Marketing



Public Relations



Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing

ng



s

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

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, activities 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




Sale

Per

Ambush Marketing





d30™ Der einzige Schutz,
den Sie brauchen!



Do you know what ambush marketing is?



Do you know what ambush marketing



Promotion tools



Advertising
Direct Marketing



Public Relations



Event marketing
Sponsorship
Sales promotion
Personal selling

Ambush Marketing

Personal selling

Sales promotion

Personal selling

ng

Personal selling



Event marketing

Sponsorship

Sales promotion

Personal selling

Sales promotion



Sport marketing plans

- Marketing of sport
- Marketing through sport

How to measure results?

- To posts on your social profiles
- Sentiment evolution
- Sales indicator
- KPI tracking
- Compare 'campaign buzz' to 'normal brand buzz'



d30™ HOCKEY HELMET

PRODUCT, PLACE, PRICE. PROMOTION

OUTLINE

- Introduction to sport marketing
- Product introduction
- Target group
- Price
- Distribution
- Promotion
- Results

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"



Segments

Segment 1: Hockey clubs
 "Most teams in the top leagues will play in a professional arena... they are looking for a technology which provides them with an exceptional level of protection..."

Segment 2: Specialized people who play amateur hockey... they are looking for a technology which provides them with an exceptional level of protection..."

Benefits for clients in every segment?

Benefits for organization?



DISTRIBUTION PLACE

Headquarters in Mannheim

Why is it new?

...a better protection with...
 ...growing concern in contact sports...
 ...what only on baseball helmets...
 ...a new thing...
 ...technology in existing product

Promotion tools

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

Cooperation with famous Ice Hockey player Johan Hecht

SLOGAN:

Der einzige Schutz, den Sie brauchen!

The only protection you need

Direct marketing
www.d30helmets.de

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!

