

Marketing that includes Everyone



TOGETHER OUTDOORS

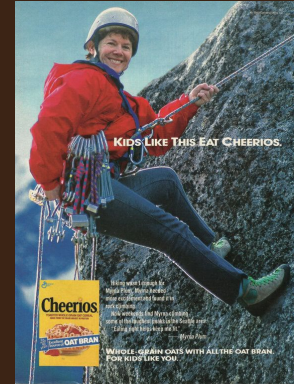
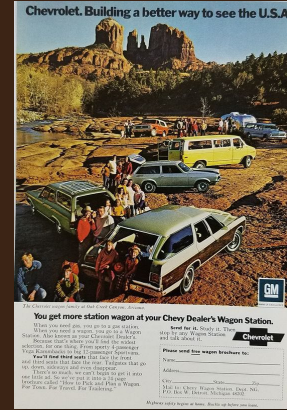
TWO Commercials | Two Different Messages



TWO Commercials | Two Different Messages



Representation



Rules

Backpacking Etiquette: How to Not Be *That* Newbie

Hike Nicely

- 1. Stay on the trail.** Erosion is easy to start and hard to stop. If you don't cut switchbacks, trample fragile ecosystems and make mud pits bigger by going around them, everyone wins.
- 2. Yield to uphill hikers.** Yes, uphill hikers can challenge this rule, begging to catch their breath, but you'll get major brownie points for always letting them have the option.
- 3. Say hi.** Isn't it more awkward not to? Also, announcing your presence before passing on the left ensures your fellow hikers won't jump and scream when you do.
- 4. When hiking in a group, let smaller groups or single people go past.** Pro tip: Have your last hiker say "hiker back" to alert your entire group to get over to the right.
- 5. Take your break off the trail.** It's much easier for people to get around you if you find a flat spot away from foot traffic. Also, don't camp directly on the trail. You'll be happy when people don't wander through your break or sleep site.

Be a Team Player

- 6. Communicate. Then over-communicate.** Like waking up at 4 am? The rest of your group might not. Talk before you begin your trip to make sure everyone has the same expectations.
- 7. Set a pace that's comfy for the slowest hiker.** Or make it clear that everyone hikes their own pace and meets up at a predetermined location for lunch or camp. Speak up if the pace isn't good for you.
- 8. Let slower hikers rest when they reach you.** No one likes finally catching up to the whole group only to have them start up again immediately. One day you'll be the last one, and you'll be grateful for this principle.
- 9. Don't hit people in the face with branches.** Duh. Point out trail hazards too. It's the nice thing to do.
- 10. Give other groups space.** We all are in the woods to enjoy nature, solitude and space. Don't get too close. That's weird.
- 11. Don't complain.** If you're not having fun, there's no need to share. Everyone else probably hates the 2,000 feet of elevation gain in one mile just as much as you do.
- 12. Bring your own coffee** ... and knife, and multi-tool, and firestarter, and ... Basically, have your situation dialed in. Everyone is miserable if coffee has to be shared.

SPORTS & GAMING

Don't Be a Gumby



Alex Hornold & Tommy Caldwell
Lesson time 11:13 min

Every community has its own unique set of rules. In this lesson, Alex and Tommy cover etiquette and details on the different types of rock climbing.

Sleep Well

- 17. Backpackers go to bed when the sun goes down and get up when the sun rises.** I'm a huge breaker of this rule and have probably annoyed many, many a backpacker. Don't be me. Get to camp before night falls, and everyone will have a better time.
- 18. Watch your noise levels.** The fastest way to make friends is to keep quiet. FYI: There are many strong opinions about playing music in the woods so it's probably safest to just put in headphones.
- 19. Keep headlamps on red-light mode at camp.** At the very least, don't shine your light into someone's tent.
- 20. Bring earplugs.** If you snore, give them to your friends. If you don't snore, put them in your ears because someone else is bound to.

Be Safe

- 21. Bring your [Ten Essentials](#).** Even if you don't need them, you'll be prepared in case someone does.
- 22. Read trip reports, check the weather and prepare accordingly.** It's just good manners to have everything you need to be in the woods.
- 23. Give a trip itinerary to a trusted friend and sign in at the trailhead register.** Make sure people can find you if you don't come back by your planned return time. Keep your ID on you too, just in case someone needs to identify you and you're not able.
- 24. Have your pup under control at all times.** Bonus: When you meet on-leash and respectful dogs, praise the owners. It's hard work.

Culture



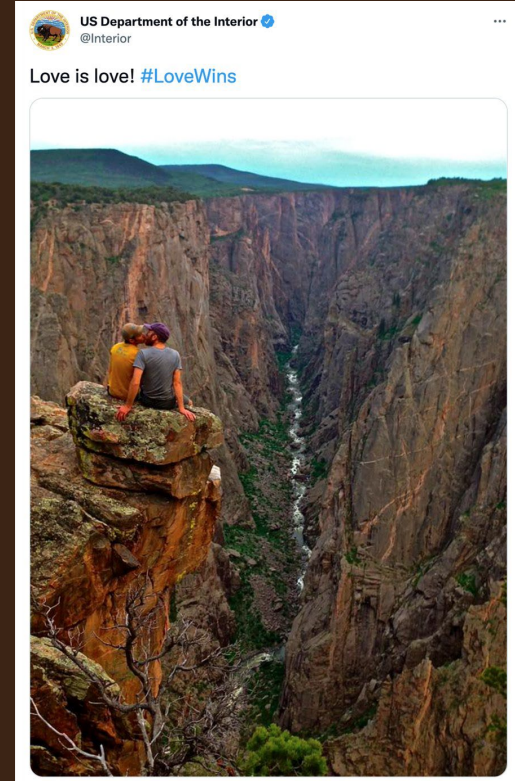
akfatcat211 · 9 mo. ago

As someone who grew up in Alaska, I gotta say Bear-anoia is pretty real. If you're hiking alone, the extra noise from playing music keeps you and the wildlife from surprising each other. I'd much rather deal with someone's shitty music, than seeing their body in the trail after a bear attack or getting stomped by a moose.

jaysus661 · 9 mo. ago

Could you not have just sat down for half an hour and had a rest while they continued forward? If you're following them closely and then complaining about them playing music, it's kinda your own fault.

10 Reply Share Report Save Follow



Clothing



Clothing



**With a PLB,
Dan could have
walked away with
more than his life.**

Since 2003, 38 people owe their lives and limbs to a PLB. Dan isn't one of them.

While skiing backcountry terrain that he'd skied many times before, Dan got hopelessly lost for five days and eventually lost his legs to frostbite. Sheer willpower helped save his life amid overwhelming odds. It could have been worse.

Or it could have been much better if Dan had packed ACR's new TerraFix™ 406 GPS I/O. This powerful, little Personal Locator Beacon (PLB) transmits a distress signal over both 406 MHz and 121.5 MHz, alerting the nearest rescue team worldwide through a satellite system that's continually orbiting the Earth.

Where cell phones fail and two-way radios fall short, TerraFix can get you out of a jam fast. If you ski, hike, bike, climb, canoe, kayak, hunt or fish in remote locations, a PLB is essential gear.

Just ask Dan. He's already back on the slopes, but not without the protection of his ACR TerraFix 406 PLB.

To read Dan Witkowski's incredible tale of survival while lost skiing in the Cascade Mountains, visit www.acrterrafix.com/sk

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Identifying Stereotypes



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LEGO bricks and pieces are beautifully crafted. They snap together to build anything a child can imagine. Snap apart to start all over again.

There are wheels to make things go, doors and shutters to open and close, LEGO people to grin right back at your child.

LEGO is a toy they never tire of, a toy that stimulates creativity and imagination for years.

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LEGO Building Sets
(See LEGO sets for all ages at your local store.)



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Building authentic relationships with underrepresented communities




Proudly Indigenous



Watch ▶

"I put my ashes on before every game to remind me that every time I step on the field, I'm playing for my entire family back home."


MADISON HAMMOND
SAN FELIPE PUEBLO / NAMIJO / BLACK
NATIONAL PLAYER



Nike Free Crater Trail Moc N7
Shoes

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Cultural Appropriation




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Indian Motorcycle reimagined this iconic cruiser for its 100th anniversary, instilling cutting-edge technology with a timeless design. It's your chance to ride history.

CHIEF DARK HORSE




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Dictionary

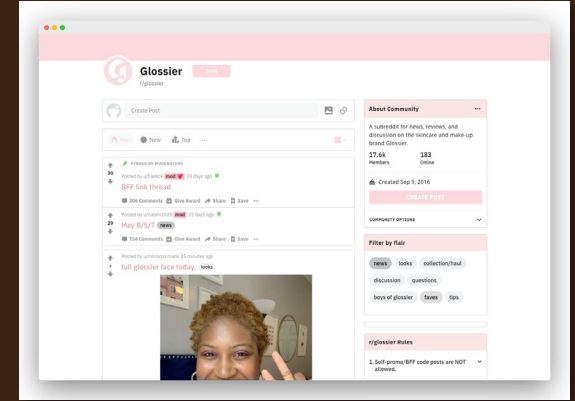
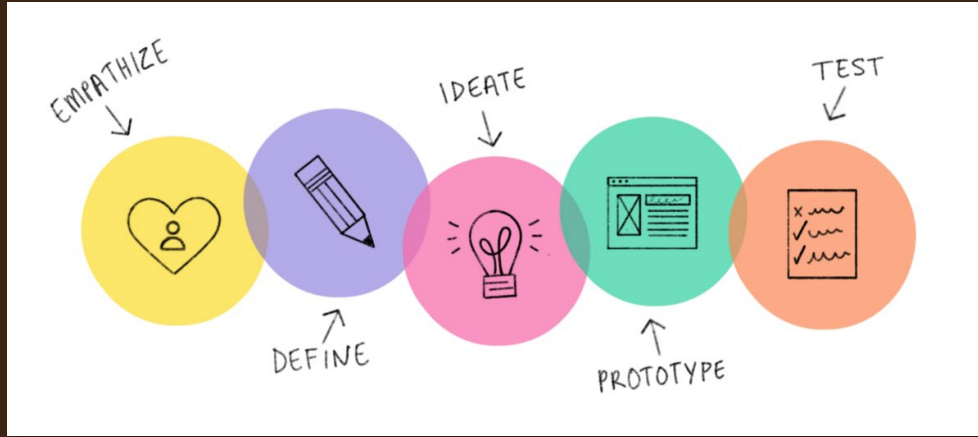
Definitions from Oxford Languages · Learn more

Search for a word

 **bin-di**
/ bindē/
noun
a decorative mark worn in the middle of the forehead by Indian women.



Design thinking and market research



Running is the first Outdoor Voices collection that began with soliciting customer input on social media. It's a strategy much like the one Glossier has perfected: [inviting fans into the creative process](#) to cultivate loyalty and then selling them exactly what they want.

"We said, 'We're building an assortment around jogging and running. Tell us what your preferences are, what kind of support you need,' and we folded that back into our product development," Haney says. "Now we're launching what we consider to be the best six to eight pieces for OV's customer."


Haney now plans to begin all product development cycles this way. A call for input on athletic bras — a category that Outdoor Voices is building out this year — elicited close to 1,000 responses, complete with links to fans' favorite bras on the market and thoughts on what materials, designs, and closures they prefer. Until this point, Outdoor Voices has designed its crop tops (which have built-in bras) for relatively flat-chested women, and the bras it has coming in late summer will offer medium and high support.



Inclusive Campaigns

Discover Boating and Ebony Media Launch
New 'Coolest Black Family' Series



Watch on  YouTube

COMPLEX

MUSIC STYLE **POP CULTURE** SPORTS LIFE SNEAKERS SHOWS BUYER'S GUIDE SHOP

TACKLE BOX



DRY BAG





**TOGETHER
OUTDOORS**

Culture



Arc'teryx on me no we don't rock no
Patagonia
Arc'teryx on me I could go hiking
Snowdonia

https://www.youtube.com/watch?v=Gp10DJWyo3g&t=128s&ab_channel=LAUZZA



A photograph of a campfire with three large metal pots cooking over it. The pots are dark and have lids. The fire is burning brightly in the center. The background is a blurred outdoor setting with green grass and some people in the distance.

WRAP UP

Review Action Items / Next Steps

Education series evaluation survey

Next Steps for the Coalition