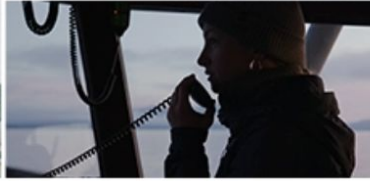


I AM **XTRATUF**



CREATIVELY

The **I AM XTRATUF**

content series celebrates the spirit of ALASKA PROVEN. BUILT FOR ALL. We have profiled a collection of XTRATUF DO-ERs who personify what it means to truly be XTRATUF. We have documented their lives on and off the water, shared their personal stories, and created content with insatiable intrigue —continuing to build affinity between the brand and our ever expanding audience.





In 2022 we have launched six films with over 1 million views.



Play (k)

Massive Brand Impact

+60%

Sales Revenue

28%

Sales are New Customers

+45%

New Social Followers

Our efforts impacted evergreen brand and seasonal strategy with execution that touched wholesale retailers, international distribution, ecommerce, social, paid media, public relations and beyond.

+68%

Website Traffic

**Strongest
Sell-In Season ever**

3X

Email list growth

**Significant
New market penetration**

“Great creative partners push you to think about things differently, they help build consensus, clarify messages and they bring a team’s ideas to life in a brilliant manner. CREATIVELY is that great partner for us at Honeywell, where they have executed multiple projects for our marquee brands. The SPRINT process they facilitate is well planned and enjoyable for all, the resulting brand work which came from it was inspiring and delivered on our expectations of delivering awesome. We can’t wait to kick off our next brand project with them.”

Dave Mesicek • Head of Marketing & ECommerce, CMO • XTRATUF and MUCK BOOTS

Thank you.

CREATIVELY

creativelypartners.com

Kim Stewart

Co-Founder & Chief Creative Officer
kim.stewart@creativelypartners.com
617-852-0449

Adrienne Mathias

Co-Founder & President
adrienne.mathias@creativelypartners.com
617-835-9323

