



FY24 Media Strategy &
Tactical Recommendation



PLANNING INPUTS

OBJECTIVE

Build brand awareness and consideration
by making the Hydro Flask **portfolio of products** the
go-to companion for everyday on-the-go adventures.

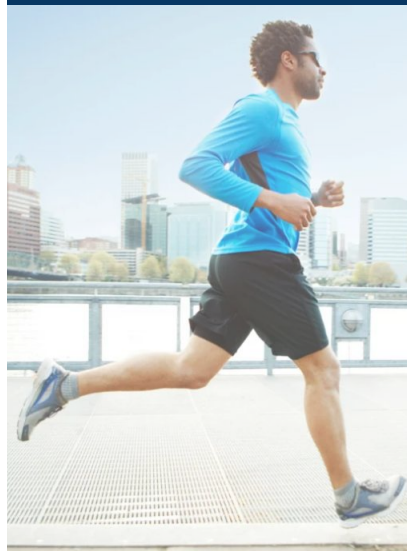
WHO ARE WE TALKING TO?

BETTER ME 4.0

BALANCE SEEKER



GOAL SETTER



TREND WATCHER



TRAILHEAD



Est. Audience Size: 42.88MM (MRI)

PAST LEARNINGS & PLANNING IMPLICATIONS

LEARNINGS

Top-of-funnel media continues to drive lower-funnel conversion.



In FY23, unaided awareness has grown among Better Me's, while aided awareness has remained steady.



Streaming, audio, social, and digital partnerships exceeded benchmarks.



New Better Me audience segments have passions beyond the outdoors.



IMPLICATIONS

Leverage a full-funnel media strategy when possible. Partner with D2C team to push lower-funnel sales.

However, understanding of product offering beyond the bottle remains low. Focus paid efforts on supporting greater product mix.

Continue to prioritize top partners and these channels for the engagement they drive best.

Lean into partners who allow us to tap into each of our unique audience segments.

MEDIA STRATEGY

DRIVING INSIGHTS

1

MEDIA CHANNELS

The overall Better Me audience has **similar media consumption channels**, but time spent, content types, and interaction **behaviors vary** across each of the 4 segments.

2

PURCHASE JOURNEY

The Better Me audience segments are in **different stages of the user journey**, creating a need for an omni-channel full-funnel approach in partnership w/ D2C team.

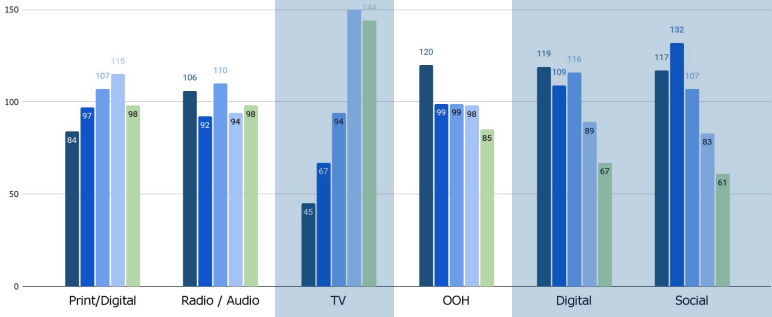
3

TENTPOLE MOMENTS

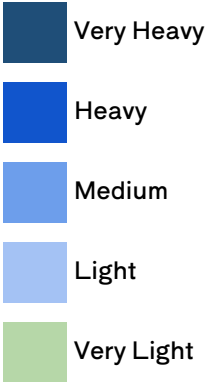
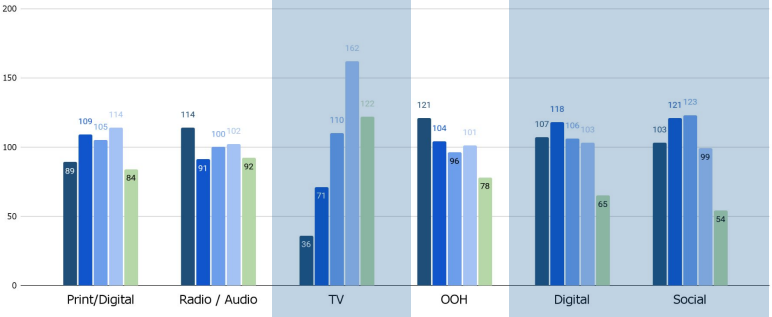
Beyond our existing seasonal messaging moments, there are **key time periods** for Hydro Flask to drive greater impact for the brand overall.

MEDIA CHANNEL USAGE

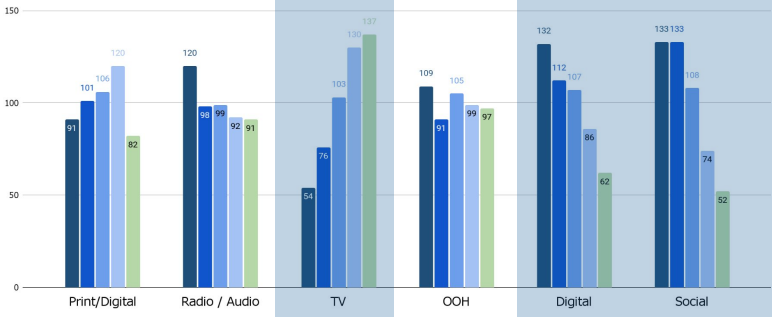
Balance Seekers



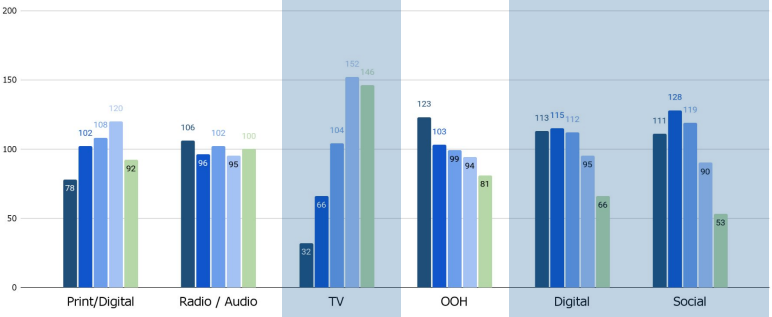
Goal Setters



Trend Watchers



Trailheads



DIFFERENCES IN MEDIA CONSUMPTION

BALANCE SEEKER

GOAL SETTER

TREND WATCHER

TRAILHEAD



92% have used a **streaming video** service in the past 30 days. Hulu, Amazon, and YouTube rank high among all audiences, but different audiences prefer to stream additional content, such as ESPN+ for Goal Setters and Pluto TV for Trend Watchers.



97% have used a **social network** in the past 30 days. Trend Watchers and Balance Seekers are the most active on Social. Trend Watchers are the most active on Instagram and TikTok, while Balance Seekers are the most active on Snapchat.



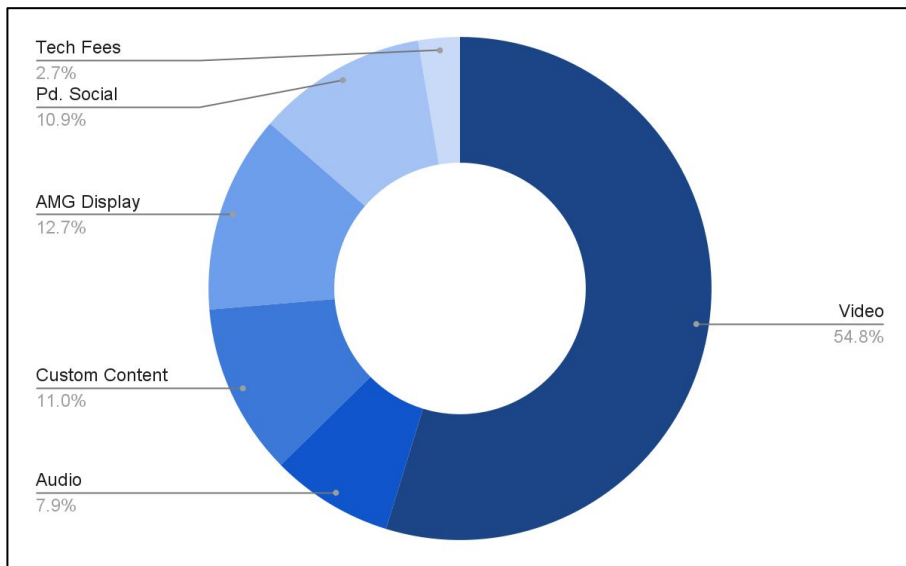
35% have **streamed music or podcasts** in the past 30 days. Spotify ranks high across all audiences, but the different audiences prefer different genres of music and types of podcasts, such as wellness and lifestyle for Trend Watchers and Science for Trailheads. Streaming and podcast listening is highest for Goal Setters.



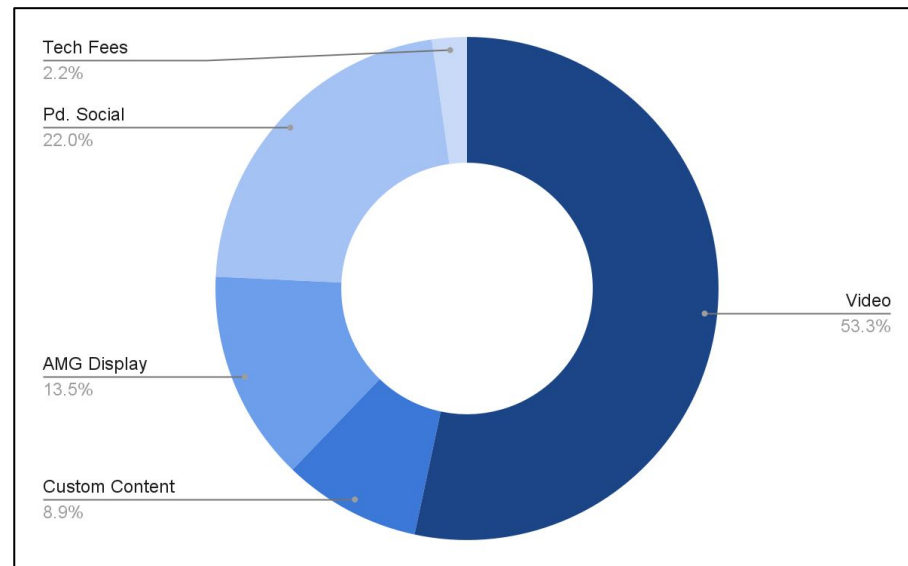
While most of the audiences have **visited a website** in the past 30 days, Balance Seekers and Trend Watchers are more likely to have visited an entertainment website, Goal Setters are more likely to visit a sports website, and Trailheads are more likely to visit a travel website.

FY23 v. FY24 INVESTMENT BY CHANNEL

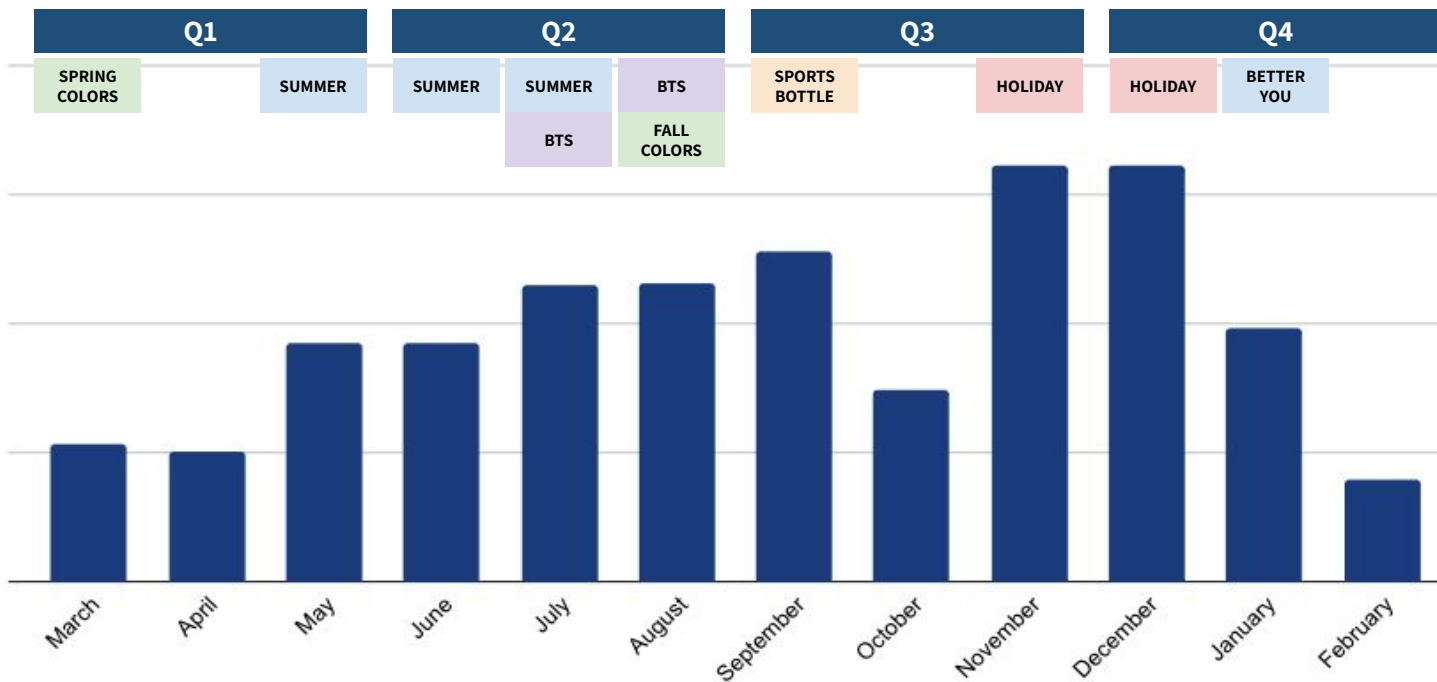
FY23 YoY Media Type



FY24 YoY Media Type



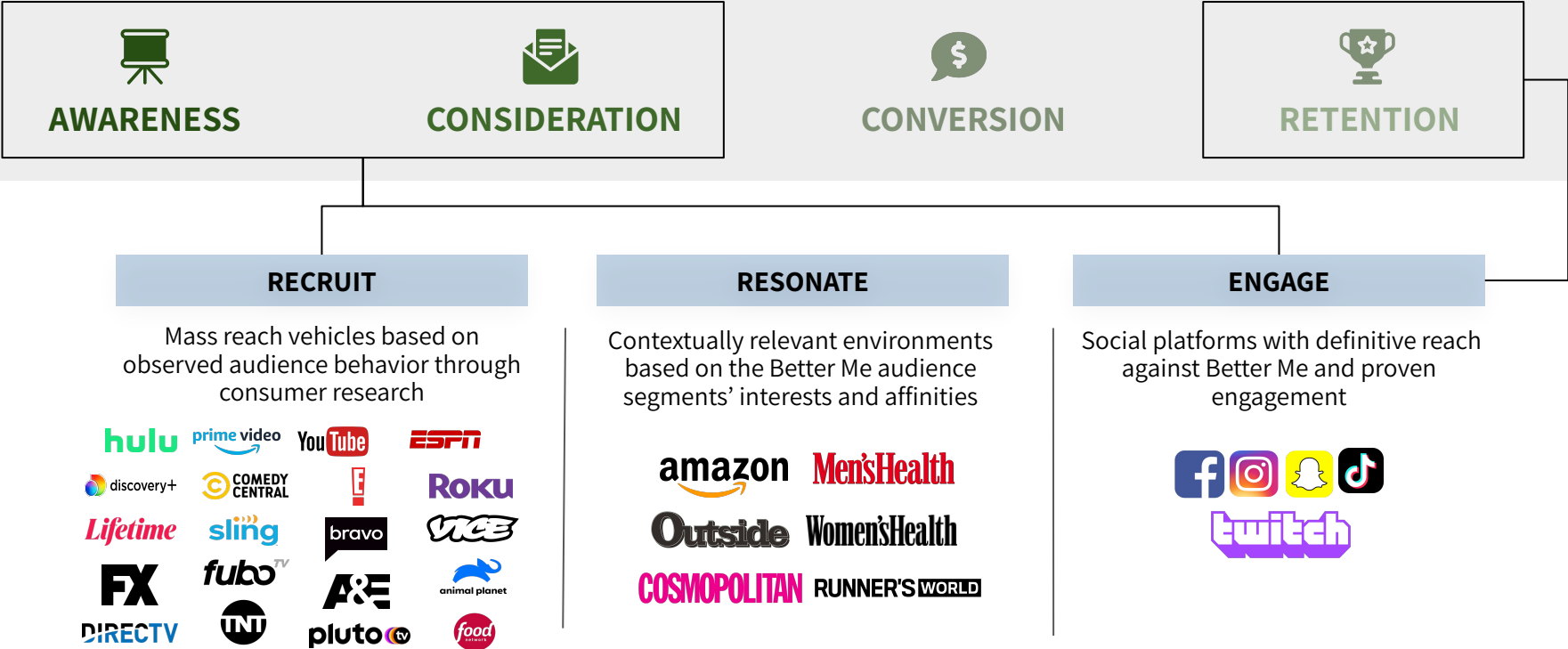
BUDGET FLIGHTING



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- Paid media investment will have increases for **existing seasonal tentpole moments** (e.g. seasonal colors, product launch).
- **Additional heavy-ups** recommended for Summer and Better You time period when sales have been historically strong and competitive spending is lower.
- Video and Social will be **always-on** with heavy ups during key tentpole moments.
- Digital Partnerships, Audio, and Display will be focused around **heavy-up moments**.

USER JOURNEY



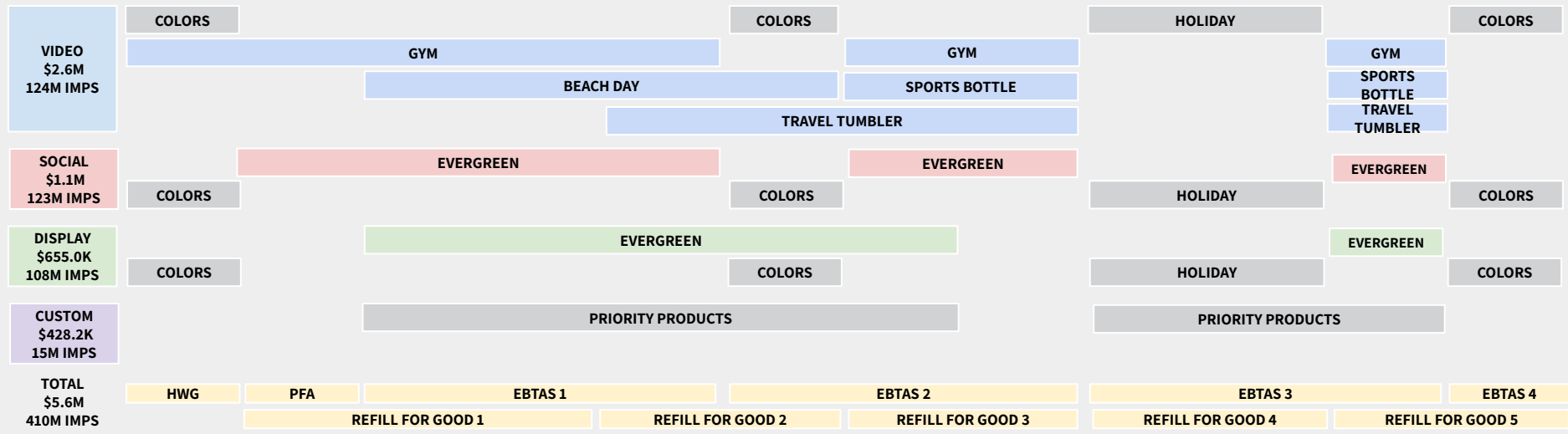
OUR APPROACH

Make Hydro Flask The Go-To Everyday Companion

	RECRUIT	RESONATE	ENGAGE
Media Strategy	Drive mass awareness and improved perception among Better Mes	Relate to the Better Me audience segments through unique messaging	Build lasting social relationships with Better Mes
Flighting	Always-On, Tentpole Heavy-Up	Tentpole Moments	Always-On, Tentpole Heavy-Up
Channels	Streaming TV Online Video	Digital Partnerships Display Streaming Audio	Paid Social

FY24 MESSAGING MIX

Q1			Q2			Q3			Q4		
MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
\$782.9K / 68M IMPS			\$1.3M / 106M IMPS			\$1.5M / 130M IMPS			\$1.2M / 106M IMPS		





Thank you. Love, North Media

