

For Ex'more
ADVENTURE
Awaits...



Guiding you to your next destination

TABLE OF CONTENTS

INTRODUCTION	3
General Infromation	
About Service	
TOWS	
Advertising Strategy	
LEARN	8
Magazine Ads	
Commercials	
Digital Displays	
CHALLENGE & INSPIRE	16
Social media challange	
VR	
Workshops	
COLLABORATE & INTEGRATE	22
Stickers	
Product Giveaways	
Brand Ambassadors	
CONCLUSION	27
Summary	

INTRO
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INTRO

DUCTION



GENERAL INFORMATION

ABOUT THE COMPANY

Ex'more is an app that guides inexperienced campers with planning, packing, and preparing for their outdoor adventure. Using generative ai and computer vision an inexperienced camper can have the confidence they need to explore the outdoors.

TARGET AUDIENCE

The primary target audience are inexperienced campers who need an extra push to get themselves out of their comfort zones. Inexperience campers include people who have had previous negative experiences which makes them hesitant, and people who have trouble finding what experience fits them.

Additional audiences include seasoned campers who are looking to elevate their experience.

PROBLEM

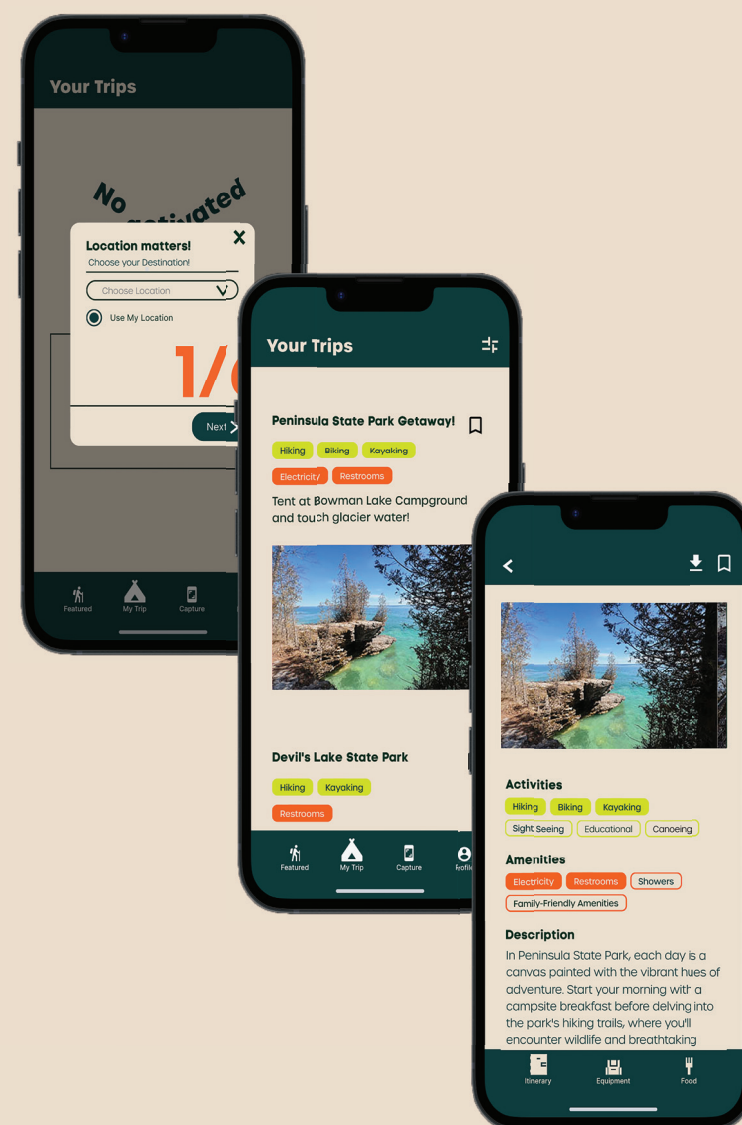
Tenting expertise varies with everyone. Knowledge is heavily dependent on experiences and exposure to various media. Without the proper insight and guidance, a weekend getaway can turn into a disaster. The most shared challenges inexperienced tenters face which results in negative experiences include, overpacking/under packing, weather, encounters with wildlife, and bugs. Such negative experiences can impact future plans of going out and exploring nature.

MISSION STATEMENT

As a company Ex'more believes in doing, seeing, learning and living more! Ex'mores' multi-tool is designed to enhance and educate inexperienced campers with engaging and memorable experiences. The way Ex'more promotes doing more is giving campers accessibility to a wide range of information and opportunities. Ex'mores' multi-tool app integrates innovative ai software to assist packing planning and preparing for any outdoor adventure.

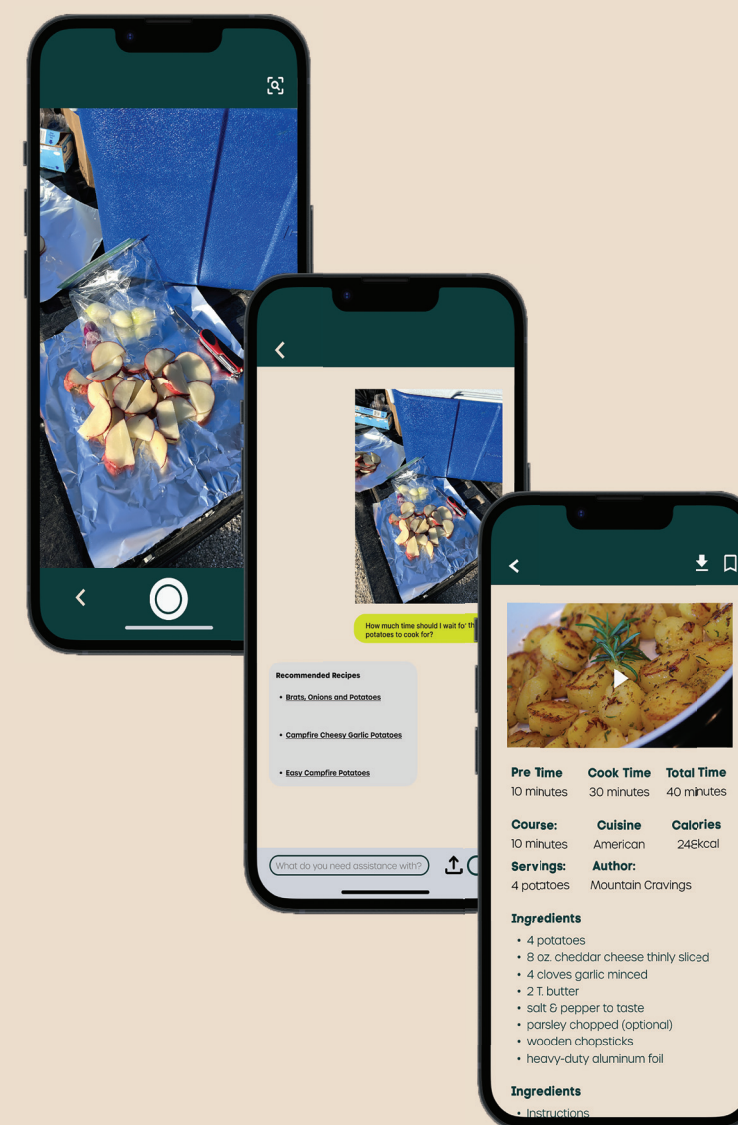
ABOUT THE SERVICE

Ex'more takes full advantage of emerging AI software such as computer vision and smart assistance. Generative AI assists in packing and planning an adventure by taking users preferences and needs to create a personalized experience. Computer vision and AI assistance educates and assists campers in solving and overcoming any unforeseen challenges or questions.



FILTER & CREATE

By filtering user preferences, AI can generate personalized adventures with correlating packing lists for equipment and food.



ASK & LEARN

Using computer vision & smart assistance inexperienced campers are able to learn about cooking, tent set up and equipment usage. As well as adapt to unexpected challenges. This is done by locally downloading specific resources to their device that are relevant to their chosen experience.

TOWS



TREATS

- Established services such as OnX that have an established following.
- Apps such as Hipcamp and iOverlander that have similarx campsite discovery functions and processes.

STRENGTHS

- Highlight the use of ai to assist users for outdoor adventures.
- Multi-functioning app covers specific as well as broad user base and target audience.
- Visually appealing style differs from the traditionally rugged design of outdoor companies.

OPPORTUNITIES

- Post-covid interest in outdoor activities allows for a wider range of audience.
- Collaborating with brands and services to establish itself within industry.
- Highlight the use of the multi-functioning ability of the app.

WEAKNESSES

- A multi-tool app may not appeal and be confusing for first time campers.
- Service is limited to recommending locations and being able to book sites doesn't improve on user experience.
- An app isn't tangible - building and community around brands will be difficult.
- App limitations due to storage limits effectiveness.

ADVERTISING STRATEGY

The Live'more campaign highlights the company's mission of positive and enjoyable outdoor experiences. Through engaging and interactive experiences, Ex'more is able to integrate their service into the lives of all levels of explorers.

LEARN

Educate and inform consumers of the benefits that service provides, as well as safe camping practices.

CHALLENGE & INSPIRE

Challenge users to take advantage of service as well as take action to explore the outdoors through unique and engaging experiences and opportunities.

COLLABORATE & INTEGRATE

Collaborate with organizations and competitors as well as influences to promote service and brand.



APPLICATIONS

The following applications educate consumers about the brand's mission of promoting positive outdoor adventures by using eye-catching visuals paired with learning opportunities.

- Magazine ads
- Commercials
- Digital Display

MAGAZINE ADVERTISING TIPS AND TRICKS

ABOUT APPLICATION

Unique and eye-catching visuals used in magazines are meant to create interest and educate consumers of services. QR codes on the ads will direct consumers to Ex'more made tips about tenting. Magazine spreads will be placed in outdoor magazines, such as National Geographic, Outdoor Life and Backpacker.







COMMERCIALS

ABOUT COMMERCIALS

Using the visual style of the brand the following commercials educate consumers as well as highlights the use of ai in the app.

ABOUT INDOOR & OUTDOOR APPLICATION

Located in high density traffic areas, digital displays incorporate a condensed version of the magazines as well as the motion elements from commercials. These displays communicate the app’s service but also encourage users to scan the QR codes to learn about camping tips.



“EDUCATE”

To educate consumers and draw interest in the app’s benefits. The two commercials highlight the uses as well as opportunities.



The multi-tool APP



That gives you the peace of



Pack, plan & prepare efficiently with ai! Worry less about the details and...



“LIVE'MORE”

“Live'more” serves as a reminder to consumers to try new things and informs about the service.



DIGITAL DISPLAYS

ABOUT INDOOR & OUTDOOR APPLICATION

Located in high density traffic areas, digital displays incorporate a condensed version of the magazines as well as the motion elements from commercials. These displays communicate the app's service but also encourage users to scan the QR codes to learn about camping tips.

LOCATIONS

- Metro/Train stations
- Airports
- Bus stops
- Digital Billboards



Ex'more!

EXPLORE!

Ex'more is an app that encourages you to have a positive and meaningful outdoor experience. Whether you're a beginner or have years of experience Ex'more helps you pack, plan and prepare for your next outdoor adventure.

Download the Ex'more app to learn how to get started!

Ex'more
Guiding you to your next destination



CHALLENGE & INSPIRE



APPLICATIONS

The following applications challenge consumers to break free from their comfort zone and live more!

- Social Media Challenge
- Virtual Reality Experience
- Workshops

SOCIAL MEDIA CHALLENGE

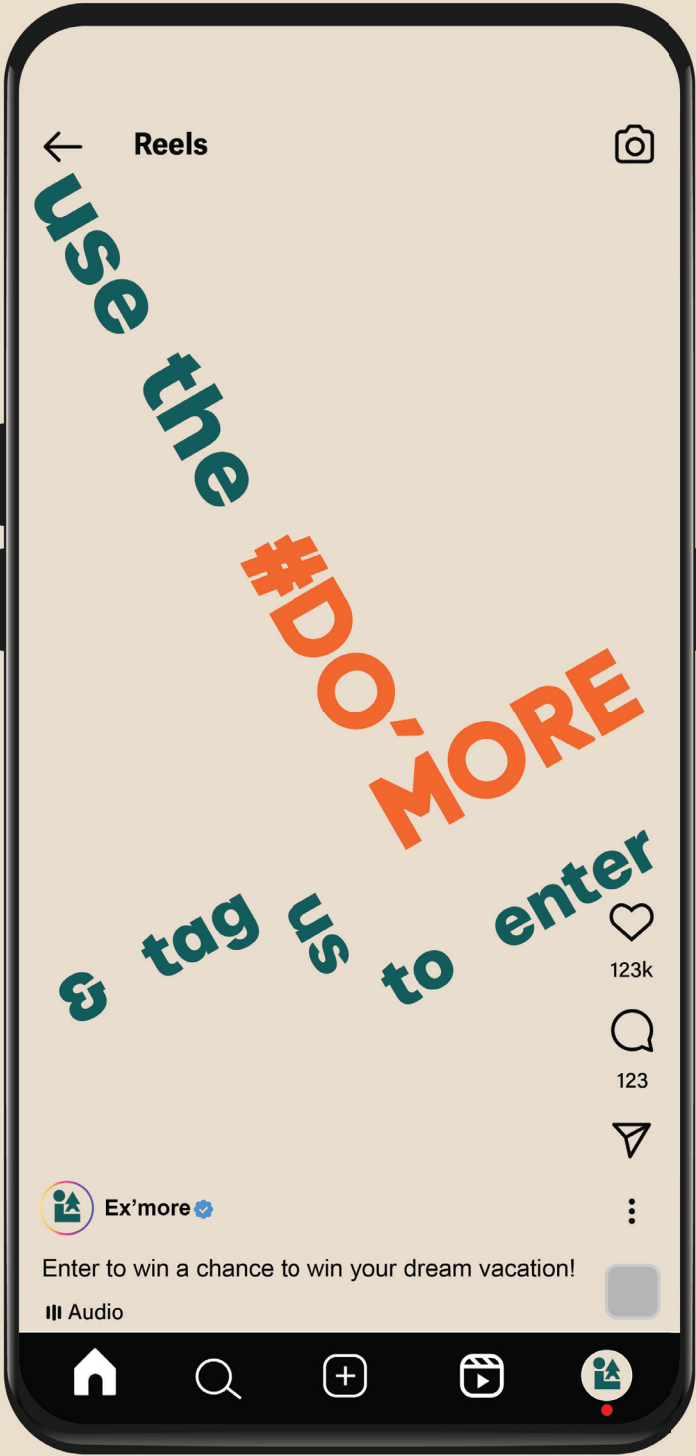
ABOUT CHALLENGE

The #domore social media challenge encourages consumers to not only try Ex'more to experience the outdoors but also break from their comfort zone. Implementation of the application spread across Instagram "Reels and stories" as well as youtube ads.

HOW TO #DOMORE

Participants enter the #Domore challenge by using ex'more to complete tasks that they document by sharing their experience on social media using the hashtag #domore.

Winners of the challenge get to choose a camping trip of their choice.



“DO’MORE” LARGE
FORMAT COMMERCIAL

The “#Domore” commercial challenges consumers to enter challenges through social media.



“DO’MORE” SOCIAL
MEDIA POROMO

The social media version of the larger “#DoMore” Commercial.



WORKSHOPS

ABOUT APPLICATION

One of the main goals of Ex'more is to provide consumers with meaningful and educational experiences. One way that Ex'more does this is sponsoring pop-up workshops. These workshops give consumers hands-on experience with equipment and a way to connect with others who share the same interest.

LOCATIONS

- Department stores
- Local parks
- National and State Parks
- Public spaces

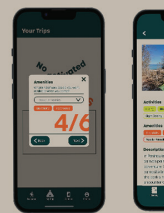


PLAN
PACK & PREPARE



EXPLORE! LIVE'MORE!
EXPLORE! LIVE'MORE!
EXPLORE! LIVE'MORE!

FILTER & CREATE
By filtering user preferences, AI can generate personalized adventures with correlating pack lists for equipment and food.



ASK & LEARN
Decision & smart recommendations for your next adventure.



Guiding you to your next destination



EXPLORE!
Ex'more is an app that encourages you to have a positive and meaningful outdoor experience. Whether you're a beginner or have years of experience, Ex'more helps you pack, plan and prepare for your next outdoor adventure. Download the Ex'more app to learn how to get started!



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VIRTUAL REALITY

OPPORTUNITY

Due to the increased accessibility to VR technology allowing for those who don't have access to equipment gives them a way to get a feel of what steps to follow before they head out on their adventure.

PRACTICE

Using VR to help educate those who don't feel confident about their ability to handle equipment can practice in a safe way.



COLLABORATE & INTRAG RATE

APPLICATIONS

The following applications establish the brand within the community as well as encourages engagement within the community.

- Stickers
- Collaborative Giveaways
- Brand Ambassadors



LIVE'MORE STICKERS

ABOUT APPLICATION

Stickers are a low cost effective way to promote a brand as well as embeds itself within consumers lives. Travel or luggage stickers are a great way to introduce brands with consumers in other markets.

IMPLEMENTATION

As a popular form of guerrilla marketing placing stickers on light posts, electrical boxes, street signs introduces the brand with new consumers but also associates itself with similar brands.

Additionally, consumers who place stickers on personal items spreads awareness of the brand but also the lifestyle that Ex'more promotes.





PRODUCT GIVEAWAYS

ABOUT APPLICATION

Collaborating with other brands is essential to spread awareness of Ex'mores app and services. Giveaways allows for integration with the community as well as grow within the community. It is essential that Ex'more collaborates with brands, organizations and individuals that promote safe and environmentally friendly camping experiences.

COLLABORATORS

- National Park Service
- Parks Project
- NorthFace
- L.L. Bean
- Patagonia
- Alpkite
- Field Notes



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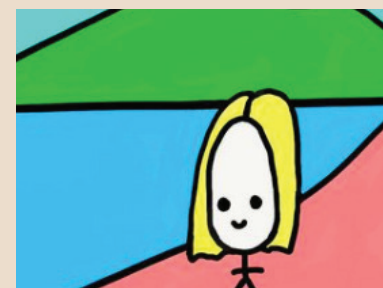
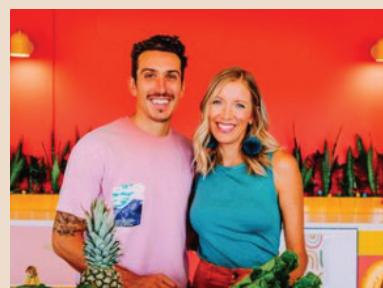
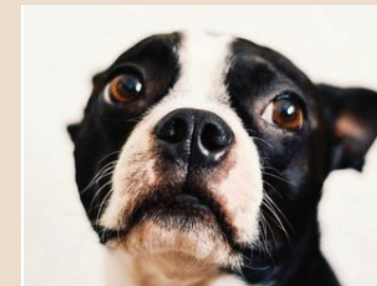
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ABOUT BRAND AMBASSADORS

Ambassadors are chosen by their relevance within the camping and outdoor community as well as wellness creators. Ambassadors can build brand recognition through sponsored giveaways, attending events, participating in challenges as well as integrating the app in their own content.

PROMOTES

- Ex'more app
- Upcoming challenges and events
- Gear recommendations
- Workshops
- Survival tips



CONCLU SION

SUMMARY

By providing engaging learning experiences and inspiring opportunities for all experiences of campers, Ex'more is able to guide and assist users throughout their journey.





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