



Client Evaluation

Kammok background: Kammok was formed back in 2010 by Greg McEvilly who designed the flagship Roo Double hammock after being disappointed with the camper hammocks on the market at the time. By combining his passions for community, business, and the outdoors, Greg turned Kammok into a leader in the outdoor gear space with his vision to make stronger and more versatile gear than other competitors. Currently, Kammok is striving to become a platform that encourages more time outside by creating gear and apparel that supports memorable adventures with others.¹

Mission statement/Values: Kammok's mission is driven by its core values of adventure, community, and love with the goal of elevating time outside by designing adventure-grade and sustainably made gear backed by a lifetime warranty.²

Target Audience: The goal is to reach 20-40 year olds in urban areas in Texas. There are roughly 4 million people within this target age range located within the four largest Texas metropolitan areas (Houston, Austin, San Antonio, Dallas.) Within all of these cities are many parks and outdoor areas prime for hammocking. Whether a young person is an outdoor enthusiast or not, the goal is to change their perspective of what hammocking can be and where it can take place. In addition, these Texas cities offer a moderate climate, which allows young people to be outside and enjoy a long hanging season.

Competitors: Kammok's primary competitors are Eno, Warbonnet Outdoors, and SOCO. Eno, formed in 1999, is located in North Carolina and has a large presence on the east coast. Eno offers a wide variety of adventure gear and apparel primarily aimed at the outdoor enthusiast.³ Warbonnet Outdoors was formed in 2008 and manufactures lightweight tents, sleep systems, and outdoor shelters from their Colorado base. They provide outdoor enthusiasts with comfortable, durable, long-lasting American-made gear.⁴ Located right outside of Austin, TX, in Lago Vista, SOCO is all about giving. Offering a selection of hammocks and straps, SOCO focuses on giving back and being a community partner, which has allowed them to grow a local and loyal following.⁵

Campaign Goal:

Because of the pandemic, traveling is harder and budgets are tighter. As a result, the next getaway might just be a Sunday afternoon spent at a local park and that is ok. This temporary new normal means it is the perfect time to expand people's opinions of hammocking by promoting the usage of hammocks in urban areas. This is already an under-promoted area of the

¹ <https://kammok.com/pages/about>

² <https://kammok.com/pages/about>

³ <https://www.eaglesnestoutfittersinc.com/>

⁴ <https://www.warbonnetoutdoors.com/about/>

⁵ <https://socoahammocks.com/>



industry, leaving it open and susceptible to altering people's views of hammocking. Acting as a leader in this underdeveloped hammocking sector, Kammok is here to support the notion of urban hanging by promoting urban/local places to hammock and the gear needed to have a good time. This helps Kammok create a strong association between itself and the concept of urban hanging and makes its gear not only the go-to for wilderness expeditions but for urban adventures as well.



Target Audience

Primary:



Max, age 27, from Austin, Texas (Hispanic)

Max is originally from Dallas, TX, but attended LSU and moved to Austin, TX, after graduation.⁶ Max graduated with a computer engineering degree⁷ and now works for Dell.⁸ Max is single but is interested in dating. He spends most of his social time hanging out with college friends in Austin and Baton Rouge. He rents an apartment and lives near the Austin Greenbelt.⁹ When Max is not working, he is doing everything outdoors - biking, hiking, camping, or swimming.¹⁰ When he is not in the wilderness he can be found watching Netflix.¹¹ Max's social presence can be seen on Instagram, Snapchat, GroupMe, and Tiktok.¹² He also frequents dating apps as well.¹³

Secondary:



Emily, age 34, from Houston, Texas (White)

Emily is from Houston, TX, and attended the University of Houston where she got a degree in accounting.¹⁴ She currently works for Deloitte.¹⁵ Emily owns a house in Midtown with her long term boyfriend.¹⁶ They own two dogs and frequent Market Square Dog Run located downtown.¹⁷ When Emily is not taking care of her dogs you can find her doing CrossFit¹⁸, enjoying film

⁶ https://www.theadvocate.com/acadiana/news/business/article_2d2b7232-058f-11ea-9d05-6746d55de47d.html

⁷ <https://www.usnews.com/best-graduate-schools/top-engineering-schools/louisiana-state-university-and-agricultural--mechanical-college-02067>

⁸ <https://jobs.dell.com/search-jobs>

⁹ <https://www.realtor.com/news/texas-fastest-growing-apartment-market-cuts-rents-2017/>

¹⁰ <https://www.austintexas.org/things-to-do/outdoors/>

¹¹ <https://izeyodiase.com/netflix-user-demographics-comparing-behavior-and-characteristics/#:~:text=Netflix%20User%20Demographics%3A%20Who%20are.and%2014%25%20are%2055%2B.>

¹² <https://sproutsocial.com/insights/new-social-media-demographics/#>

¹³ <https://www.statesman.com/zz/entertainmentlife/20191122/are-you-tinder-or-bumble-type-of-person-clschs-of-big-dating>

¹⁴ <https://www.usnews.com/best-colleges/university-of-houston-3652/academics>

¹⁵ <https://www.bizjournals.com/houston/subscriber-only/2019/07/05/2019-largest-houston-area-accounting.html>

¹⁶ <https://www.homesnacks.net/tx/midtown-houston-neighborhood/>

¹⁷ <https://www.houstononthecheap.com/the-best-dog-parks-in-houston>

¹⁸ <https://blog.wodify.com/post/top-crossfit-gyms-in-houston>



photography¹⁹, and/or visiting breweries.²⁰ Socially she is present on Instagram, Twitter, Facebook, LinkedIn, and TikTok.²¹

¹⁹ <https://time.com/4649188/film-photography-industry-comeback/>

²⁰ <https://houston.eater.com/maps/houston-essential-craft-beer-breweries>

²¹ <https://sproutsocial.com/insights/new-social-media-demographics/>



Campaign Strategy

- Name of campaign: Urban Hanging
- Tagline: Set it up and hang
- Timeframe: Phase 1: **Undetermined**
- Campaign goal/objectives: To increase brand awareness for target audience 1 and sales for target audience 2

Platforms for implementation –

Instagram: A series of posts integrated into the IG feed helping to mix up the perspective of where it is ok to hammock. These posts would be taken in both recognizable and unrecognizable locations highlighting hammocking culture in urban settings. These photos would highlight unusual and non-traditional places to hang hammocks, and could show off the Swiftlet and the Baya as well to demonstrate not needing traditional anchor points to hang a hammock at all.



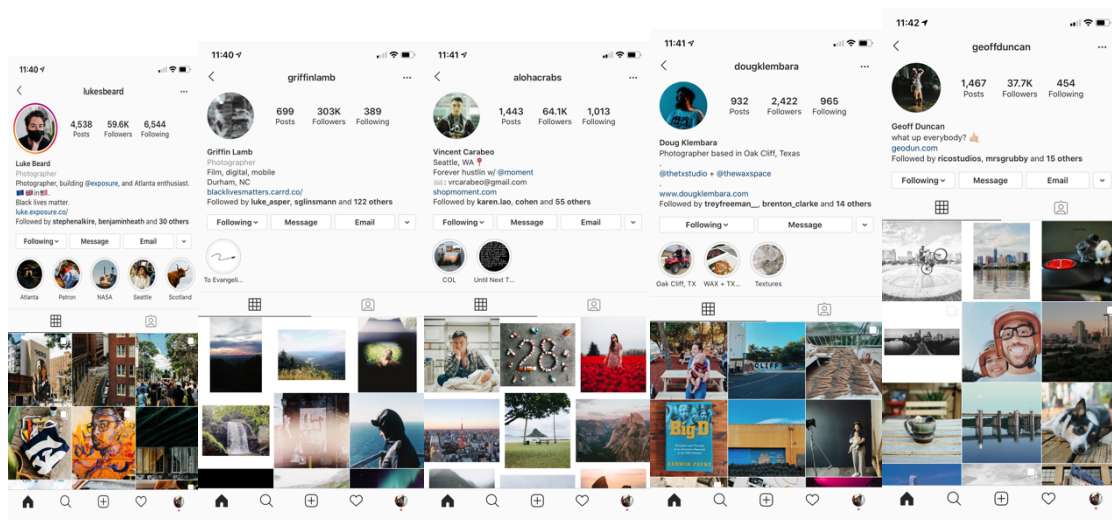
Facebook: Similar to the Instagram strategy, Facebook would include photos of people hanging in urban areas, but also include more details and information — long format videos of where to hammock, information about where to hammock, talking-head interviews with employees talking about how they hang, and employees showing off how they have been taking advantage of quarantine. These additional informational posts on Facebook would take advantage of the longer and more flexible formats that Facebook allows while keeping the information consistent.

TikTok: The goal of TikTok would be to create a series of short videos highlighting a location and how to set up and enjoy a hammock in that location. Because of the challenge

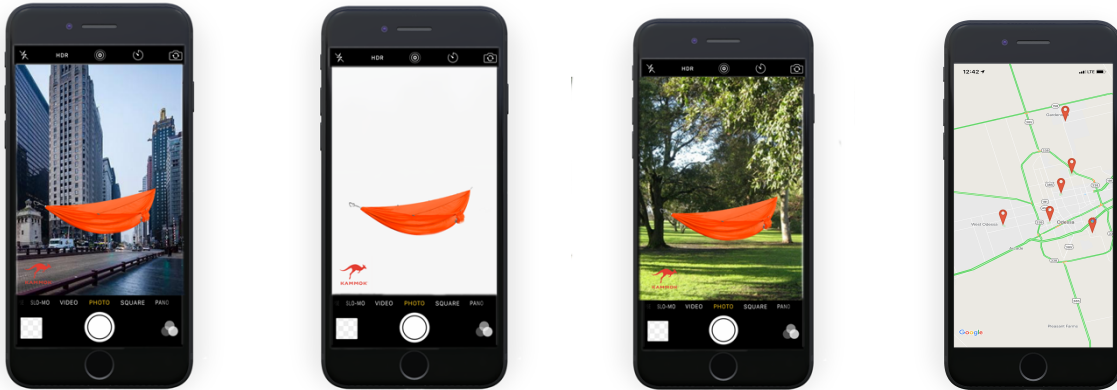


nature of TikTok, this allows others to share their favorite locations, creating a community of hammockers on the app that currently does not really exist.

Influencer Program: After identifying a handful of potential influencers, hammocks would be sent to them, and they would be asked to show how they set up and hang in their city. Having the influencers post the same type of content that would be posted on Kammok's Instagram would allow for the messages to be aligned and for consistency within the imagery. The example influencers shown below are a mix of large and medium-sized accounts, located around the country from North Carolina to Austin, TX, Houston, TX, and Seattle, WA. This wide variety of influencers would be able to attract a large variety of new followers who have some interest in the outdoors. Additionally, because of the diverse locations, it would allow for the Kammok brand to be promoted and grow outside of Texas.



App: The app would be a combination photo and map app. The camera would have a stationary hammock suspended in the frame. This would allow the user to move around and suspend a hammock in any picture whether a hammock would normally be set up there or not. The photos would be branded with the Kammok logo. The other part of the app would be an interactive map showing the best places for the hammock in your area. While it seems like any group of trees would be good locations, it is very common for parks to have rules against hammocking, so this map would show you the hammock friendly parks around you.



Creative brainstorm:

Not in the mountains? Not a problem, all that's needed is a couple trees and an afternoon.

Not everyone is a wilderness lover, but everyone wants to relax – especially outside – and hammocking is the perfect way to do it.

there are two trees at your local park that are perfect for a relaxation-filled getaway.

