

The background features a large, stylized graphic of a coastline or wave. It consists of a large, light blue area on the left that tapers into a smaller, darker blue area on the right, resembling a wave crest or a coastline profile. The entire graphic is set against a solid, medium blue background.

“Up the Costa”

# East Coast

East Coast - Life of a fisherman

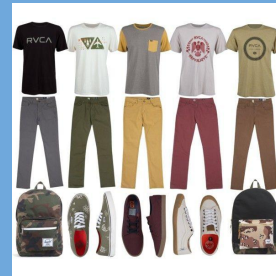
- Lake lifestyle
- Khaki shorts, boat shoes, chubbies
- Preppier
- Northface, Southern Tide, Sperry, YETI, Jack Rogers



# West Coast

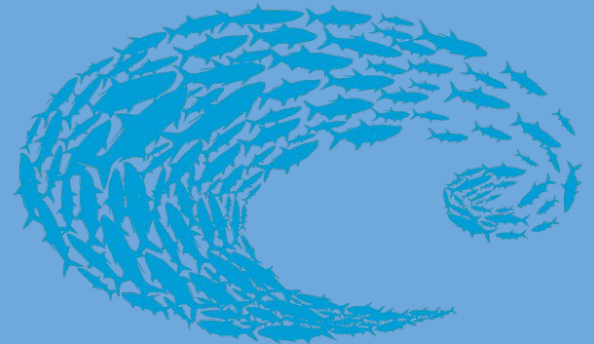
"West Coast Best Coast" - laidback culture

- Surf culture
- Jeans, sandals, boardshorts
- Very active, outdoorsy
- Patagonia, RVCA, Billabong, Hurley, Vans, Roxy



# Changes to Become Relevant on the West Coast

- Language in social media posts
- Revolve some posts around West Coast scenery- focused on surrounding environment:
  - beach photos
  - ocean photos
  - hiking photos
- Consider the differing fashion trends



# Competitors

For Angler:

- Ocean Waves
- Onos
- Maui Jim



For Voyager:

- Oakley
- WileyX
- Rudy Project



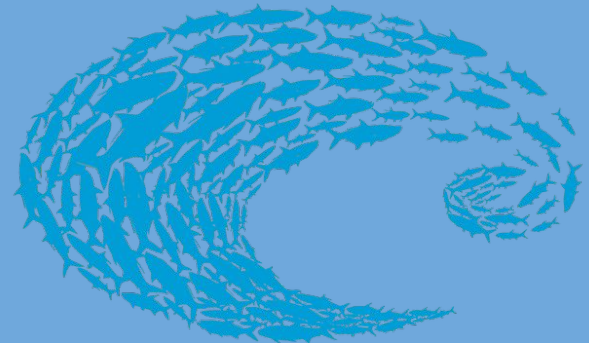
For Beachcomber:

- Ray-Ban
- Maui Jim
- Persol



# “Up the Costa” Campaign

- Spot the Costa vans up the Coast of CA and enter to win a free pair of sunglasses!
- Must post a picture and tag @costadelmar to be entered into the contest
- #upthecosta
- Each van has a specific design to it, depending on what customer it's aimed toward.





ANGLER

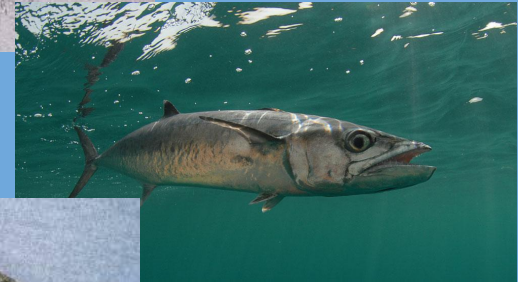
# Angler Customers

- Hardcore Fishermen
- Always on the water
- “Bad-ass, hardcore fisherman. Live to be on the water. Inspired by it and everything in it.”



# Angler's Journey

- 4 separate journeys, each coinciding with the fish migrations during that period of time. Best times to attend these locations is during the 4 solunar periods, 6am-8am and 6pm-8pm, following the fish patterns with the moon. Keep weather and tides in mind, as they also affect the best fishing times.
- Santa Monica Pier → Newport Beach → Laguna Beach → Coronado Ferry Landing Pier
  - Starting in March in Santa Monica, which is Halibut season, ending in Coronado Ferry Landing Pier with spotted bay bass, mackerel, and sand bass during the summer months.





# Angler's Journey

- Ventura → Santa Barbara → Morro Bay → Monterey
  - During the winter months, starting in Ventura for surf perch season, ending in Monterey with striped bass



# Angler's Journey

- Catalina Island → Santa Cruz → San Francisco → San Joaquin Delta
  - From August - October, starting in Catalina with yellowtail season, ending in San Joaquin Delta with striped bass

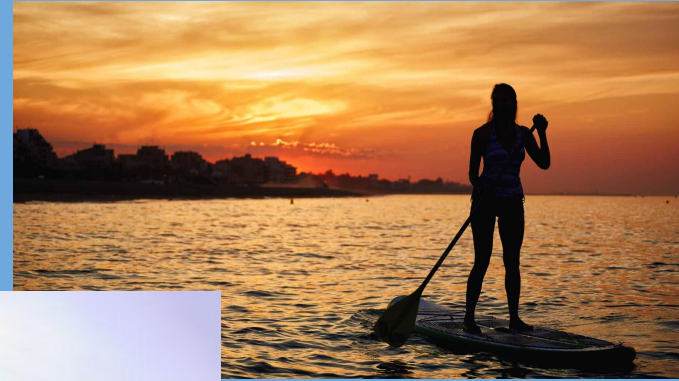




VOYAGER

# Voyager Customers

- Active and Adventurous
- Water Focused



# Voyager Customer's Journey

## San Diego

- ISA World Adaptive Surf Championship
  - La Jolla
  - Surf and Stand Up Paddle boarding Race
  - End of November, Early December
- San Diego Holiday Marathon
  - Dec 16, 2017
- San Diego Sunroad Marina Boat Show
  - January 25-28, 2018
- San Diego Yoga Festival
  - March 9-12, 2018

## Huntington Beach

- Huntington Beach Pier Swim
  - June 9, 2018



# Voyager Customer's Journey

## Santa Monica

- Paddle Board Race and Ocean Festival
  - Swim, Run, Paddle boarding Race
  - June 10th



## San Francisco

- Racing the California Coast Event
  - 54 boats, 450 sailors, 5 yacht club hosts, 530+ miles of sailing, and 3 races
  - Memorial Day Weekend
  - Start in San Francisco, to Monterey, Santa Barbara, and end up in San Diego
- Escape from Alcatraz Triathlon
  - June 3, 2018
  - 1.5 mile swim from Alcatraz Island to St. Francis Yacht Club, 18-mile bike ride, and 8-mile trail run through Golden Gate Recreational Area



# Voyager Customer's Journey

## Tahoe (June)

- Thunderbird Paddling Festival
  - Paddleboarder/Kayakers
  - June 15- June 24
- XTERRA Tahoe City Races
  - Biking, Swimming, Running
  - June 16, 2018
- Race the Lake of the Sky
  - Stand Up Paddleboarding
  - End of June
- Tahoe Yacht Club Events
  - Grouping of winter and summer events

## Seattle (Mid July- September)

- Grand Prix Regatta
  - End of October
- Sea Fair
  - Sailing activity/yacht
  - June- August





BEACHCOMBER



# Beachcomber Customers

- Fun in the sun
- Chill vibes only
- Aimed toward college students
- “Sun and saltwater fuel your soul. Shirts and shoes are always optional”



# Beachcomber Customer's Journey

## Santa Cruz

- Longboard union Memorial Day contest
- Main Beach
  - Attract customers during peak summer months, as more people will be at the beach.

## Oceanside

- USA surfing championships
  - Ex: USA Surfing Prime Junior Event and West Coast Junior Team Training (Mar 9-11)
  - USA Surfing Championships and Team Trials (June 10-20)
- Mission Beach
- Ocean Beach

## Huntington Beach

- US Open of Surfing (July 23-31)
- US Open Junior Pro (July 29-August 6)
- NSSA national championships (June 26-July 3)
  - Hosted in both Huntington Beach and Dana Point from the end of June to the beginning of July
- Manhattan Beach
- Hermosa Beach



# Beachcomber Customer's Journey

- San Diego
  - USD, SDSU, UCSD
- Los Angeles
  - USC, UCLA, Pepperdine, SMCC
- Santa Barbara
  - UCSB, SBCC,
- San Luis Obispo
  - Cal Poly SLO
- Santa Cruz
  - UCSC
- San Francisco
  - SFSU



# College Events

- Second trip for the beachcomber van, done during the fall when classes resume.
- Attending sporting events and their tailgates
- Homecoming concerts
- Surf team competitions
- Fraternities/Sororities Philanthropy Events
- Getting in touch with professors and classes, similar to what was done with this class.



# Top West Coast Stores

Angler, Voyager, and Beachcomber to be sold at:

- REI; their #optoutside slogan encompasses Costa's active lifestyle customers



Voyager:

- Yacht and sailing clubs, stores that sell kayaks/paddle boards/boats



Angler:

- Bass Pro Shop and Cabela's for their large fishing customer base



Beachcomber:

- Boutiques in beach towns, and high-end surf shops such as Jack's Surfboards



# Influencers

- Kelly Slater (@kellyslater) is an American Surfing legend with **2.1m** followers
- Dave Kalama (@davekalama) is a California-native surfer and film director with **14.1k** followers
- Casey Patterson (@caseypatt) is a professional American Beach Volleyball Player with **34.5k** followers
- April Ross (@aprilrossbeach) is a professional American Beach Volleyball Player with **155k** followers



# Influencer's Job Description

1 post/ week, tag @costadelmar

Link to twitter and facebook

Stickers on Boards/ use costa towel, and wear sunglasses during/after competitions

Use branded hashtags to promote brand #costadelmar #upthecosta

Possibly a discount code Example: KSLATER20

Promote road trip destinations



# Influencer's Package

The following products are suggested to be included:

2x Hat and a Backpack	\$146
2 pairs of Sunglasses (Influencers choice)	\$500
Shirts and Longsleeves	\$200
2x Wire retainer, a Tumbler and a cleaning towel	55\$
2x Logo decal pack, 2x Marlin decal pack, 2x clarity pack	50\$
2x Case, Neoprene retainer and a pocket bottle opener	56\$





# Google PPC

- Using Google AdWords to target specific demographics along the coast
- Create separate campaigns that align with each journey and their events.
  - Example:

## **Costa Del Mar- The Voyager Journey**

**<http://costadelmar.com/voyagerblog/>**

**Visit Costa at the US open of Surfing in Huntington Beach.**

# Philanthropy



Costa already has:

- “Kick Plastic campaign”
- OCEARCH campaign to protect sharks
- “Bio-Resin Raw Material Process.”

Want to continue these on the West Coast, Support local philanthropy projects:

Beach Clean up - Get partnership with San Diego Coastkeeper to host a special corporate cleanup.

Partner with Surfrider foundation in San Diego - sponsor “Paddle for clean water”

# Budget

Costa Del Mar	Price	Amount	Sub-Total
Merchandise Giveaway		Breakdown	\$484,750
Travel Expense			\$100,000
Booth Setups	\$200	x3	\$600
Influencer's Package	\$1,007	x4	\$4,028
PPC		1 Year	\$300,000
Freelance Journalists	\$50 per Week	52 Weeks	\$2,600
Customized Van	\$35,000 per Van	x3	\$105,000
Grand Total			<b>\$996,978</b>
Current Budget			\$1,000,000
Budget Leftover			\$3,022

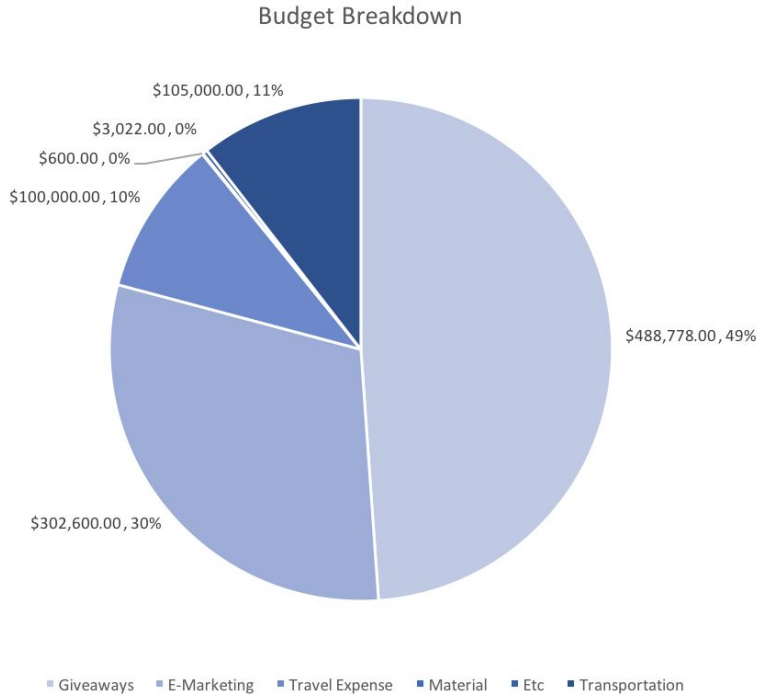
# Booth Setup Breakdown

	Price	Amount	Total
Foldable Table	\$40	6	\$240
Foldable Chairs	\$25	6	\$150
Popup Canopy	\$66	3	\$200
Total			<b>\$590</b>

# Merchandise Breakdown

	Price	Amount	Sub-Total
Shirts	\$8 ea	6000	\$48,000
Hats	\$8 ea	6000	\$48,000
Glasses	\$50 ea	7000	\$350,000
Water Bottle	\$6 ea	6000	\$36,000
Sticker	\$0.55 ea	5000 per Pack	\$2,750
Total			<b>\$484,750</b>
Current Budget			\$500,000
Budget Leftover			\$15,250

# Final Budget Breakdown



Giveaways	\$488,778
E-Marketing	\$302,600
Travel Expense	\$100,000
Transportation	\$105,000
Material	\$600
Etc	\$3,022
Total:	

# Your Costa Team Diamond



Caitlin Teno



Ignatius  
Petilla



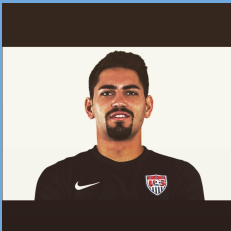
Kelly Hulsing



Leon Mueller  
- Wiesen



Jane Bird



Thomas Olsen



Jacquelyn Berens



William Han



Chase Webb



Makenna Kovach

# Appendix





"Up the Costa"

# East Coast

East Coast - life of a fisherman

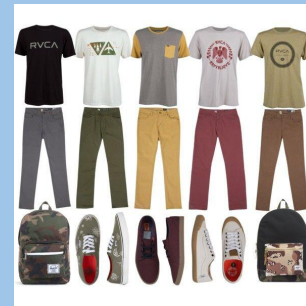
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- Khaki shorts, boat shoes, chubbies
- More preppy
- Northface, Southern Tide, Sperry, YETI, Jack Rogers



# West Coast

"West Coast Best Coast" - laidback culture

- Surf culture
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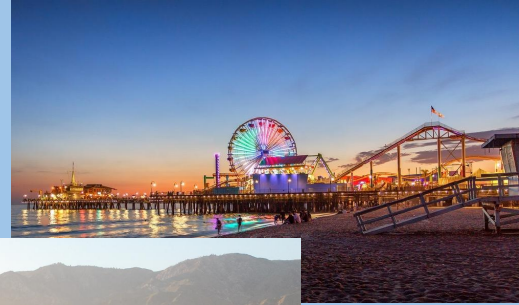
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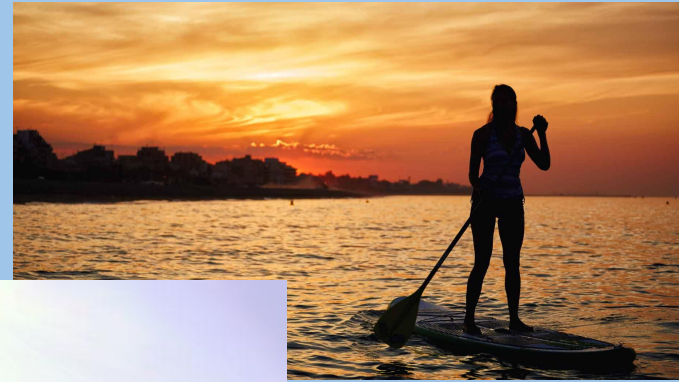






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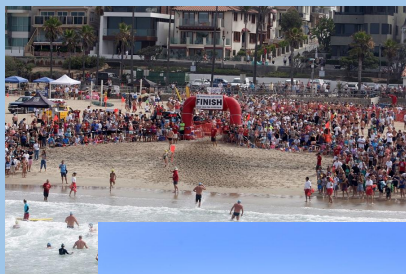
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- ISA World Adaptive Surf Championship
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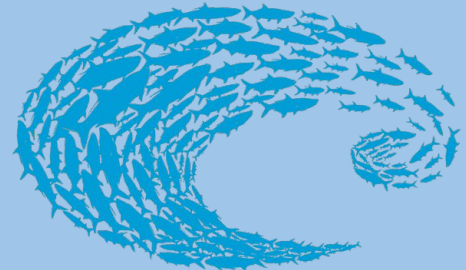


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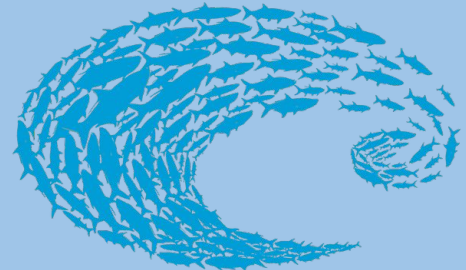


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THANK YOU