



Backcountry Access

Ad format and Campaign, Product Hang Tag, Catalog

PROJECT

Outdoor sports ad campaign for avalanche safety products, hangtags for new product; catalog for entire product line

CLIENT

Backcountry Access Vice President of Marketing and Sales Manager

TARGET AUDIENCE

Backcountry skiers, snowboarders, snowmobilers

SITUATION

A more edgy approach of design was required to meet a younger target audience. The ad campaign and branding needed to introduce a new water hydration pack (Stash Pack) with a bold yet established look to stand out against competitors. The ad campaign had to fit a variety of publication formats. Included in the campaign were hangtags which needed to attract purchase power and maintain consistency. Companion product ads were also needed to coordinate with the new product ad for consistency and continued brand recognition.

SOLUTION

AD CAMPAIGN: Visual ads used a rugged winter backcountry scene, photos were provided by professional backcountry skiers. A full product shot reinforced the product's unique design and a focal point of the ads. The product shots were art directed in photo studios. A bright yellow border and "edgy" headline work together to capture attention. Ads were positioned in various backcountry and safety skier magazines. Text was minimized to emphasize the products and their design. The size and feature specifications in the copy lend technical credibility.

HANGTAGS: Ads themes easily translated to hangtags and the catalog for the entire Backcountry Access product line.





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CATALOG: Designed the catalog using the concept of the product going from concept to completed-product. Spreads portray the design concept on the left page and the completed product design with a lifestyle photo on the right. Props such as paper napkins, hand drawn sketches and product rendering were used. Each spread used a different color scheme for the different products.

#### DESIGNER'S ROLE

My team and I collaborated and were responsible for development of the ad series, hangtags and catalog. We began with the ad campaign showing the client four different concepts. I participated in the presentation and concepts and some of the production. Team responsibilities included art direction, managing photo shoots, copywriting, and communication with media on production specs deadline, printing, and placement in all trade publications.