



# swrve

Find your adventure

Brennen | Account



Tessa | Account



Mia | Project



Conner | Video



Megan | Digital



# meet the team



Kelly | Creative



Sibley | Creative



Trisha | Design



Mariana | Design



Sara | Design

# swrve

outdoor urban apparel





## FUNCTIONAL

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Seamless diamond gusset

4-way stretch

Reflective material



## DURABLE

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10x more durable than  
100% wool fabric

Cordura denim  
Excellent abrasion and  
tear resistant



## SUSTAINABLE

---

High quality  
products that last for  
years

Clothing repairs  
made in store

Adventurous

Outdoorsy

**patagonia**<sup>®</sup>

MISSION WORKSHOP

Metropolitan

**Levi's**<sup>®</sup>

Responsible

Adventurous

MISSION WORKSHOP

patagonia®

swrve

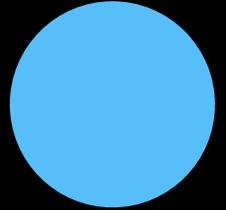


Responsible

Outdoorsy

Metropolitan

**what  
makes  
swrve  
different**





SWRVE



“We make **durable**  
apparel that is  
designed to function  
in the great **outdoors**  
& works just as well  
every day in the  
**office, bar, &**  
**beyond**”



# What's in a name?



**swerve:** /swərv/

*verb*

change or cause to  
change direction abruptly



# millennial men

## 24 - 35 years old

**Educated men** that are research oriented in their approaches to work and downtime

Lead **active lifestyles**, enjoy outdoor activities and adventure-seeking

Utilize innovative thinking to **explore new opportunities**



**Educated &  
Research  
Oriented**

1/3 millennial men have  
Bachelors degrees

(Pew Research Center)

**Inquisitive &  
Innovative**

71% believe innovation improves  
society and 61% describe  
themselves as innovative

(Huffington Post)

**Active & Loves  
the Outdoors**

45% of Millennials are more  
interested in new outdoor  
activities and 12% higher than the  
average outdoor consumer

(Outdoor Industry Association)

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**AUTHENTIC DEPENDABLE**

**DRIVEN PURPOSEFUL SMART**

**CREATIVE CURIOUS VERSATILE**

**HANDY OUTDOORSMEN ACTIVE**

**SUSTAINABLE INTELLIGENT**

AUTHENTIC DEPENDABLE

DRIVEN **PURPOSEFUL** SMART

CREATIVE **CURIOUS** VERSATILE

HANDY **OUTDOORSMEN** ACTIVE

SUSTAINABLE INTELLIGENT

**PURPOSEFUL**  
**CURIOUS**  
**OUTDOORSMEN**

## Purposeful

97% of millennials  
**read reviews** or blogs  
before **purchase**

59% make product  
recommendations  
themselves

(Forbes, Adweek)

(Stem, PYMNTS)

(Industry Association)

## Curious

Millennials have the **highest curiosity index** of all generations

30% of millennials have purchased from a **new merchant** in the past 30 days

(Forbes, Adweek)

(Careers With Stem, PYMNTS)

(Industry Association)

## Outdoorsmen

Millennials spend **more time outdoors** per week (21 hrs) than other generations (19 hrs)

Millennials **spend** an average of \$129 **more** than other generations **on outdoor apparel equipment**

(Forbes, Adweek)

(Careers With A Cause)

(Outdoor Industry Association)

# Alex

**34**

**Mechanical Engineer**  
**Colorado Springs**

Outdoors oriented family man

**Current passion project :**

Building a treehouse for his 3  
year old son

Mountain Biker  
Yelp elite and avid Reddit user  
67% done with his mission to  
try every local brewery

Subscribes to National  
Geographic  
Never hits snooze



# Charlie

**27**

**Software Programmer  
Oakland, California**

Listens to “How I Built This”  
podcast every day on his bike  
commute to San Francisco

Hosts weekly watch parties  
with his fantasy football  
league friends

Loves nature photography  
has an Instagram showcasing  
different plants he finds on his  
hikes





# The issue

**95%**

of millennials' time is  
spent indoors

**86%**

wish they could spend  
more time outside

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**millennials  
wish they had  
more time to  
spend  
outdoors**



Insight

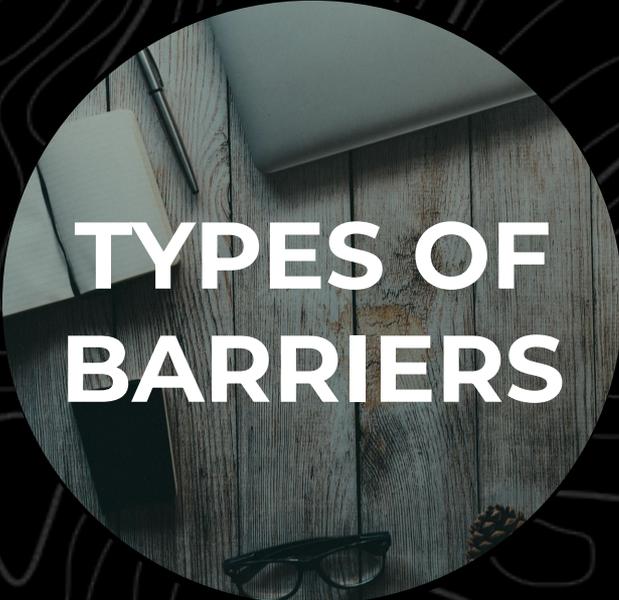
**clothing  
inspires  
action**





# enclothed cognition

When somebody wears SWRVE, they'll be more motivated to spend time in the outdoors



# TYPES OF BARRIERS



**“I don’t have  
the time”**



**“I don’t have  
people to go  
outdoors  
with”**



**“I don’t  
know where  
to go”**





swrve

**Get**

**Purposeful, curious outdoorsmen**

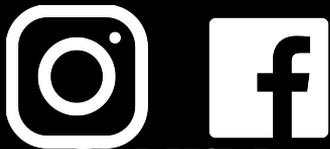
**To**

**Spend more time outdoors**

**By**

**giving them clothes that allow them to adventure in everyday life**

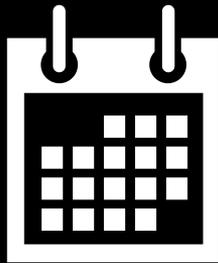
**Branding**



**swrv**

**e**

**Community  
Events**



**Content**



Campaign

# Branding



The logo for swrve features the brand name in a bold, lowercase, sans-serif font. The letters 's', 'w', 'r', and 'v' are contained within a thin white circular outline, while the letters 'e' and the final 'e' are positioned outside the circle to the right. The entire logo is set against a solid black background.

**swrve**

High quality

The logo for 'swrve' features the brand name in a bold, lowercase, sans-serif font. A thin white circle is positioned behind the letters 'w', 'r', and 'v'. A small white dot is placed on the upper-left portion of this circle, resembling a planet or a data point. The entire logo is set against a solid black background.

**swrve**

High quality

Functional

The logo for swrve features the brand name in a bold, lowercase, sans-serif font. The letters are white and are centered within a thin white circular outline. Two small white dots are positioned on the top edge of the circle, one to the left and one to the right of the word. The background is solid black.

**swrve**

High quality

Functional

**swrve**

Trustworthy

High quality

Functional

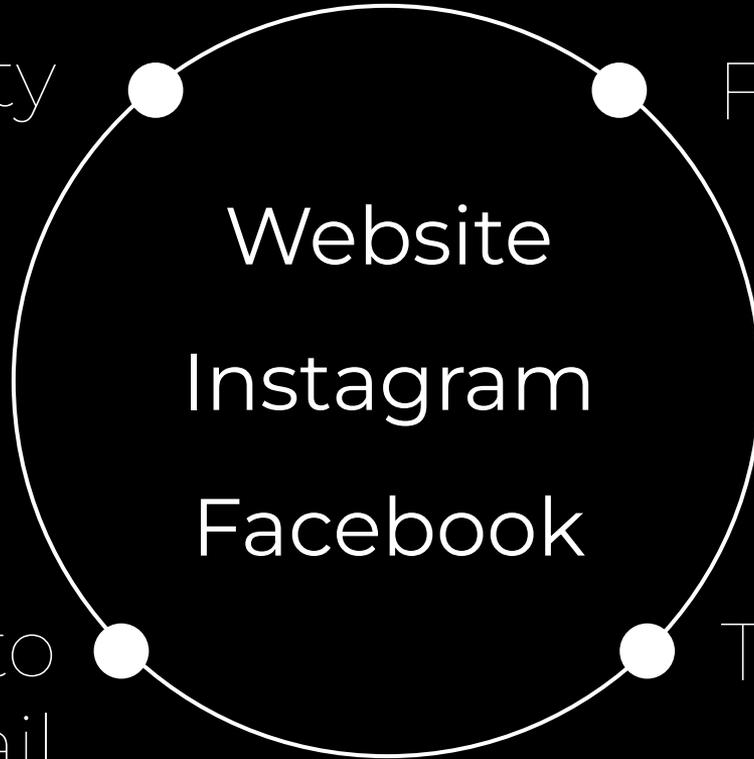
**swrve**

Attention to  
detail

Trustworthy

High quality

Functional



Attention to  
detail

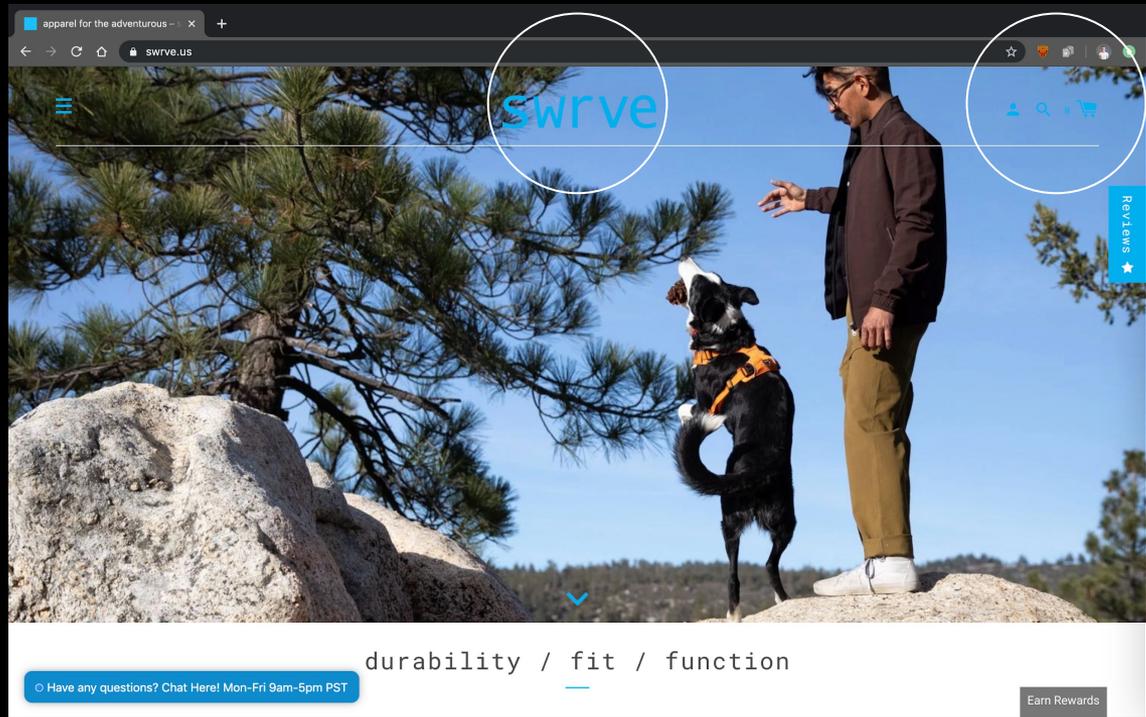
Trustworthy

Website Redesign  
Current landing page



Website Redesign  
Current landing page

Text is hard  
to read



Website Redesign  
Current landing page

Text is hard  
to read

Imagery is not  
reflective of  
brand image

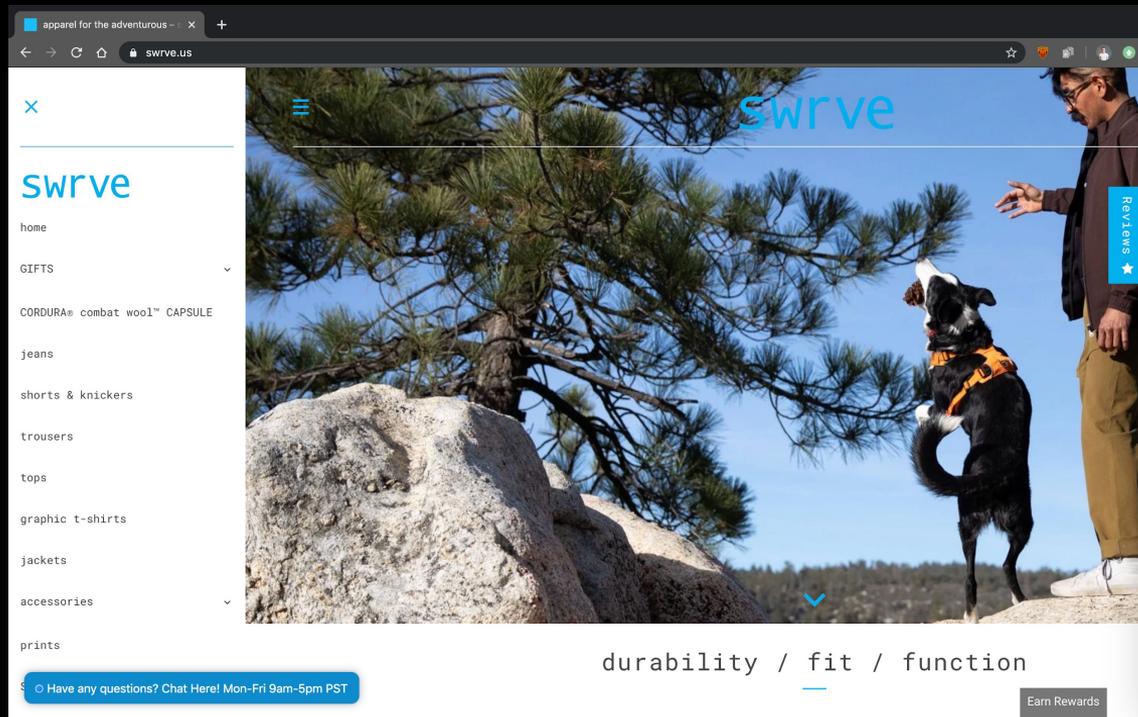


Website Redesign  
Current landing page

Text is hard  
to read

Imagery is not  
reflective of  
brand image

Difficult to  
navigate



Phone interface  
Current landing page

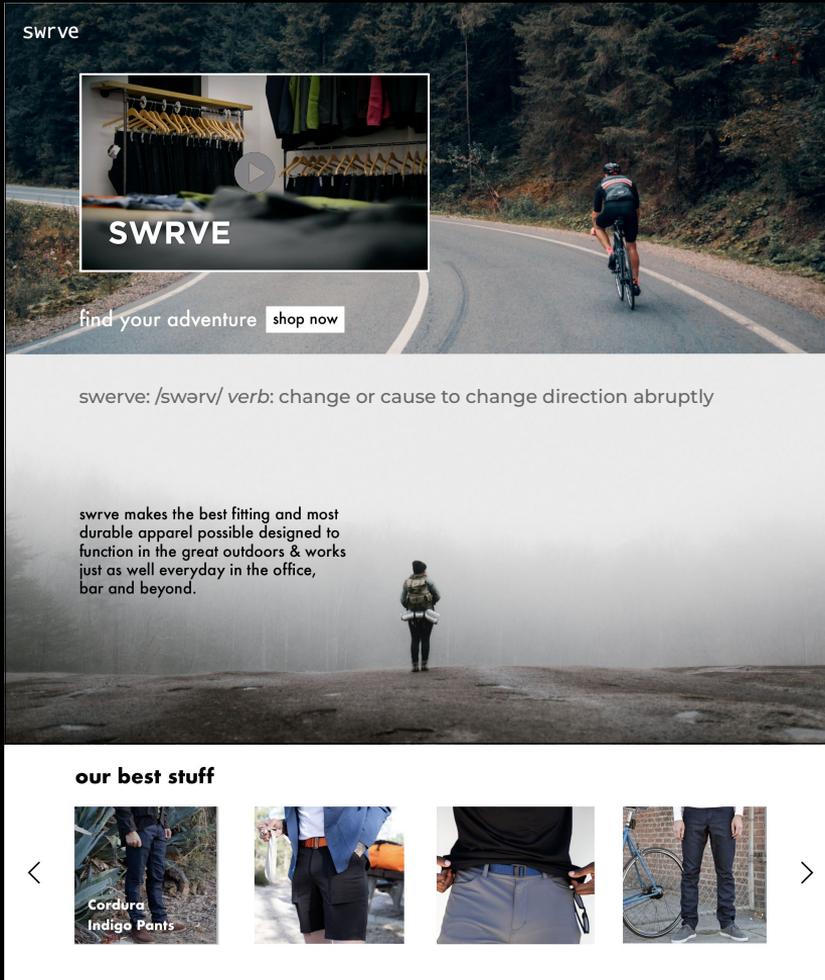
Not  
mobile  
friendly



Millennials spend  
more time on their  
phones than the  
average American

with an average of  
5.7 hours everyday

Source: ZDNET



The landing page features a top navigation bar with the 'swrve' logo. The main hero section is a video player showing a cyclist on a road winding through a forest. A play button is centered over the video, and the 'SWRVE' logo is overlaid in the bottom left. Below the video, the text 'find your adventure' is followed by a 'shop now' button. A definition of 'swerve' is provided: 'swerve: /swərv/ verb: change or cause to change direction abruptly'. Below this, a paragraph describes the brand's focus on durable, functional outdoor apparel. A person is shown standing on a rocky outcrop in a misty landscape. The 'our best stuff' section features a carousel of four product images: 'Cordura Indigo Pants', a pair of shorts, a pair of light-colored pants, and a pair of dark pants next to a bicycle. Navigation arrows are on either side of the carousel.

swrve

find your adventure [shop now](#)

swerve: /swərv/ verb: change or cause to change direction abruptly

swrve makes the best fitting and most durable apparel possible designed to function in the great outdoors & works just as well everyday in the office, bar and beyond.

**our best stuff**

Cordura Indigo Pants

Engaging “About Us” video

Definition of swrve

Action-oriented imagery

Mobile friendly user interface

Seamless user experience

San serif fonts

swrve

---

HOME / JEANS

## Jeans

three fits to choose from : skinny, slim, and regular  
did you know? we have standard lengths of 32", 34", and 36"

CORDURA® denim is incredibly durable and long-lasting and yet looks and feels just like traditional cotton denim.

\_blk label jeans are made in small batches in our in-house shop in Glassell Park, in NELA and made from specially selected denim fabrics. these are all limited edition and once they're gone, they're gone for good!

SORT  FILTER

---



INDIGO limited edition organic denim  
REGULAR FIT JEANS  
\$135.00



INDIGO Team Dream + swrve limited  
edition KAIHARA denim REGULAR JEANS  
\$125.00

★★★★★



indigo CORDURA® regular jeans  
\$100.00

★★★★☆



NEW!! grey wash CORDURA® regular  
jeans  
\$100.00

Have any questions? Chat Here! Mon-Fri 9am-5pm PST



Reviews

Earn Rewards

# Excessive text

swrve

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indigo CORDURA® regular jeans  
\$100.00

★★★★☆

NEW!! grey wash CORDURA® regular  
jeans  
\$100.00

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Earn Rewards

Excessive text

Confusing  
layout and  
product  
displays

swrve

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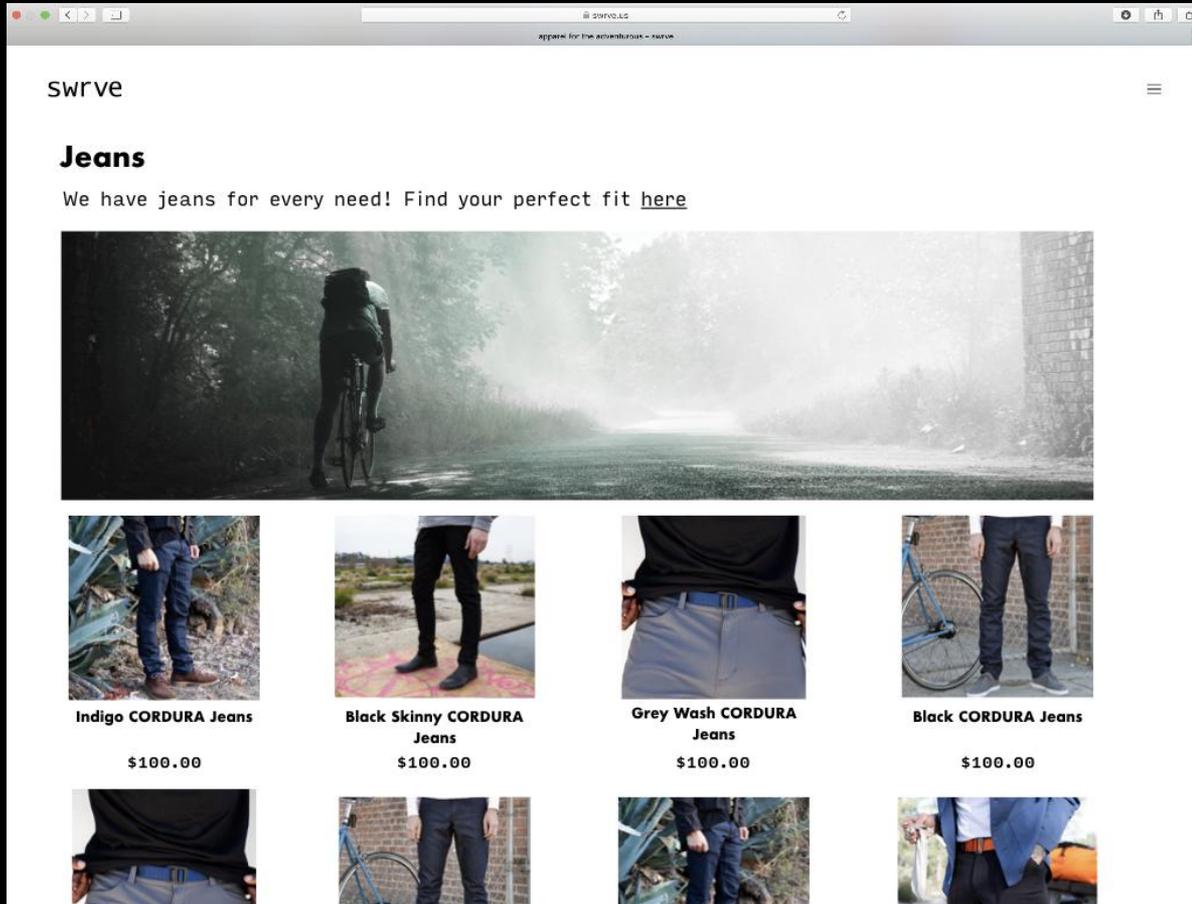
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\$100.00

★★★★★

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Earn Rewards



Clean,  
minimalistic  
product page

Summarize  
description to  
“Find your perfect  
fit [here](#)” page

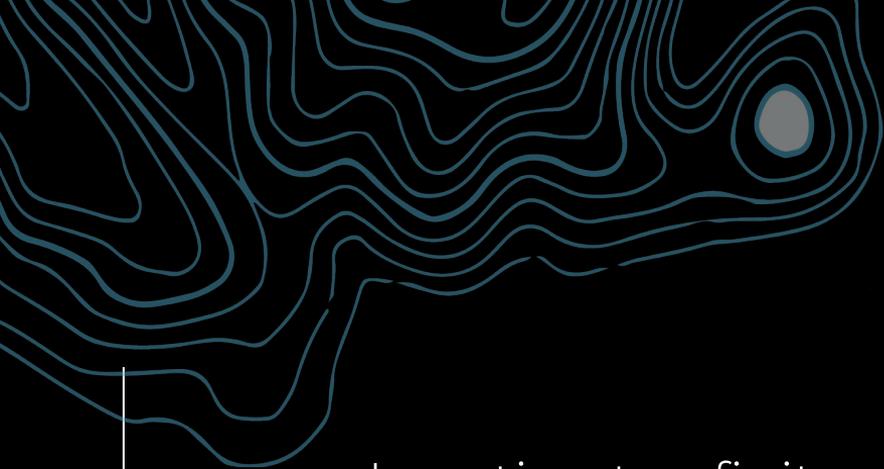
Clearer  
organization  
and display of  
product types

Stronger  
distinction  
between  
products

Instagram Redesign  
Current Instagram

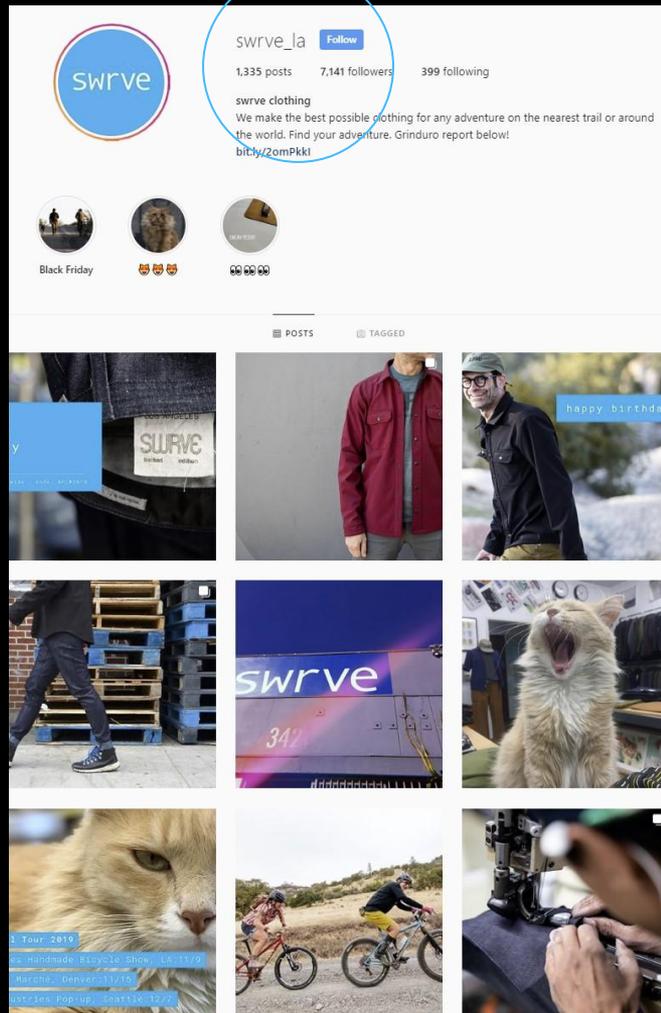


The screenshot shows the Instagram profile for 'swrve\_la'. At the top left is a circular profile picture with the word 'swrve' in white on a blue background. To the right of the profile picture, the name 'swrve\_la' is displayed, followed by a 'Follow' button. Below the name, the statistics are shown: '1,335 posts', '7,141 followers', and '399 following'. The bio reads 'swrve clothing' followed by the text 'We make the best possible clothing for any adventure on the nearest trail or around the world. Find your adventure. Grinduro report below: bit.ly/2omPkkI'. Below the bio are three recent posts: 'Black Friday' with two cat emojis, a post with two cat emojis, and a post with four cat emojis. At the bottom, there are two tabs: 'POSTS' and 'TAGGED'. The main content area displays a grid of nine images: a close-up of a 'SWRVE' tag on a jacket, a man in a red jacket, a man in a dark jacket with a 'happy birthday' caption, a person walking past blue pallets, a 'swrve' logo on a blue background with '34%' below it, a cat yawning, a close-up of a ginger cat's face with a 'Tour 2019' caption, two people on bicycles, and hands working on a bicycle component.



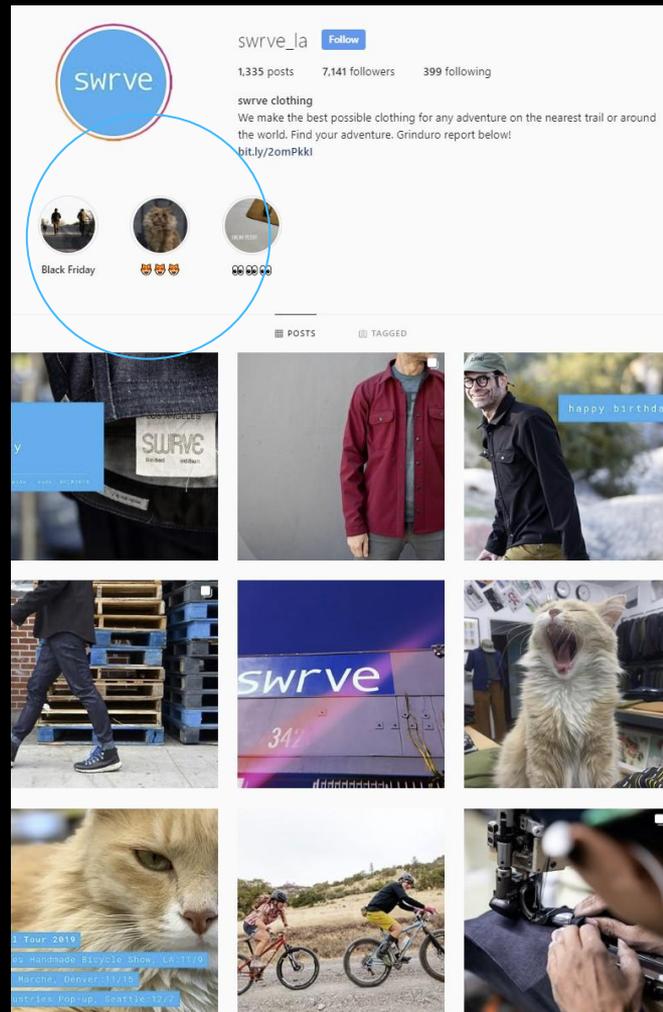
# Location too finite

Instagram Redesign  
Current Instagram



Location too finite

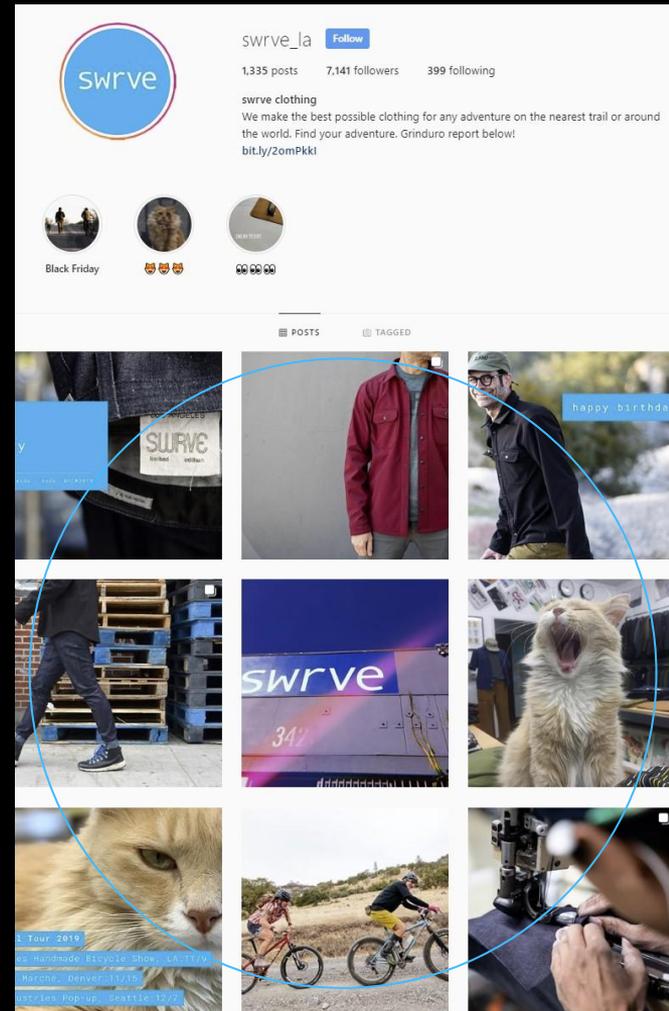
Distracting highlights



Location too finite

Distracting highlights

Inconsistent content

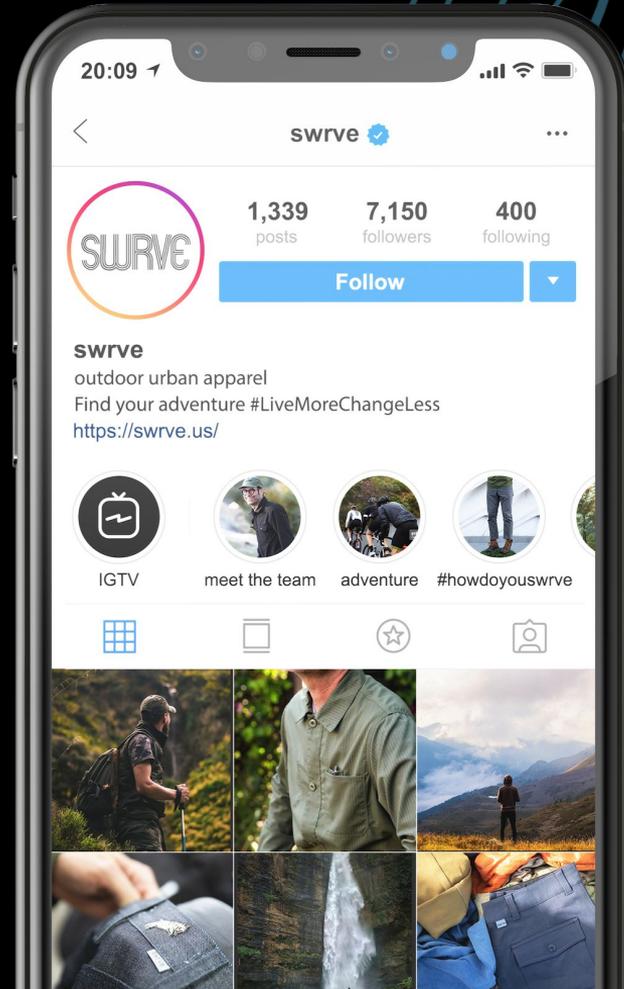


Emphasis on high quality images of products/outdoors

Organized bio and highlights

swrve la → swrve

Verified





Giveaways

Instagram shopping

Call-to-action in captions

Social promotions #howdoyouSWRVE

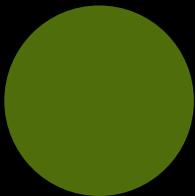


User generated content and reposts

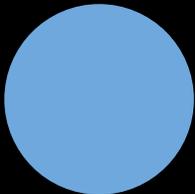
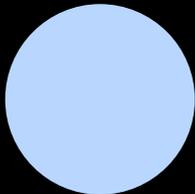
Behind the scenes content

Emphasis on adventure and

beautiful nature photography

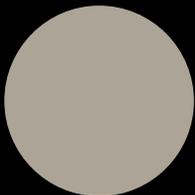
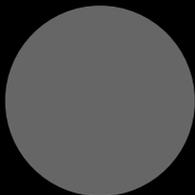


Low-chroma, **earth-tone** palette



**Blues** and grays are calming and serene

(Artitudes Design)



Selling in a **blue environment** has been shown to increase sales by 35%

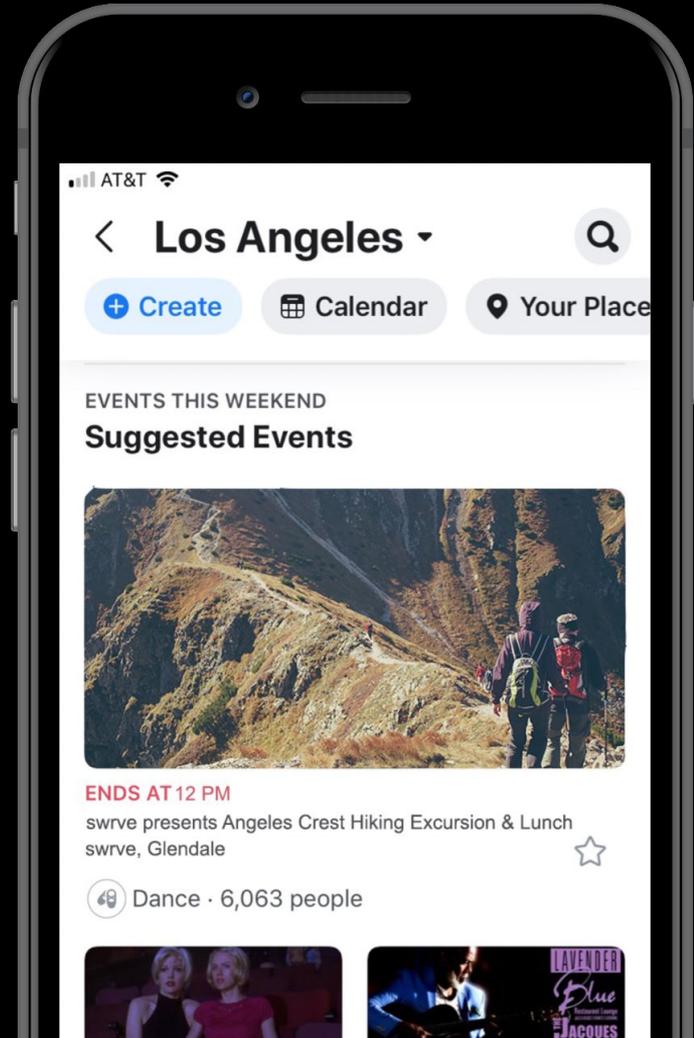
(Marketing Week)

# Community Events

Pre-planned outdoor events and trips by swrve showcasing their garments and shared on facebook

## Example events:

Fun runs, hikes, nature tours, cycling rides, climbing excursions, etc.



## Community Google Calendar Events

**92%** of millennials

Are open to receive:

- personalized email offers
- coupons
- loyalty rewards

from a brand **following an event**



**67%** of millennials

**followed** a brand on  
social media **because of  
an event**



Source: Splashthat.com

# **swrve off the beaten path**



# About Us Video: Reimagined

For web and facebook

Personal Interviews  
“What does swrve mean to you”

swrve clothes “in action”  
through various outdoor  
activities to show durability and  
accent the lifestyle we need to  
portray

Show evolution of a piece of  
clothing.  
Idea → manufacturing → wear

Impressive imagery and  
beautiful landscapes and action



# Short Form Videos for Instagram

## VIDEO EXAMPLE 1 6 seconds

Man getting off of his bike after intense bike ride and walking into work wearing SWRVE



## VIDEO EXAMPLE 2 6 seconds

***Built To Last***  
Flashing through life  
with the same pair of  
pants

# Short Form Videos for Instagram

## VIDEO EXAMPLE 3 6 seconds

Cats playing and scratching swrve pants. Using the brands cats in a polished manner.



## VIDEO EXAMPLE 4 30 seconds

### ***Every second counts***

Countdown until lunch break. As soon as his 30 min lunch-break starts, he bolts out of work in swrve clothing he already has on. Bikes, runs, climbs various outdoor locations and makes it back with no time to waste.

## PURCHASING DECISIONS

---

**80%**

**of millennials**

consider video  
when making  
purchase decisions

## COMPLETION RATE

---

6 second  
videos have a

**271%**

increase in  
completion rate  
compared to  
30 second videos

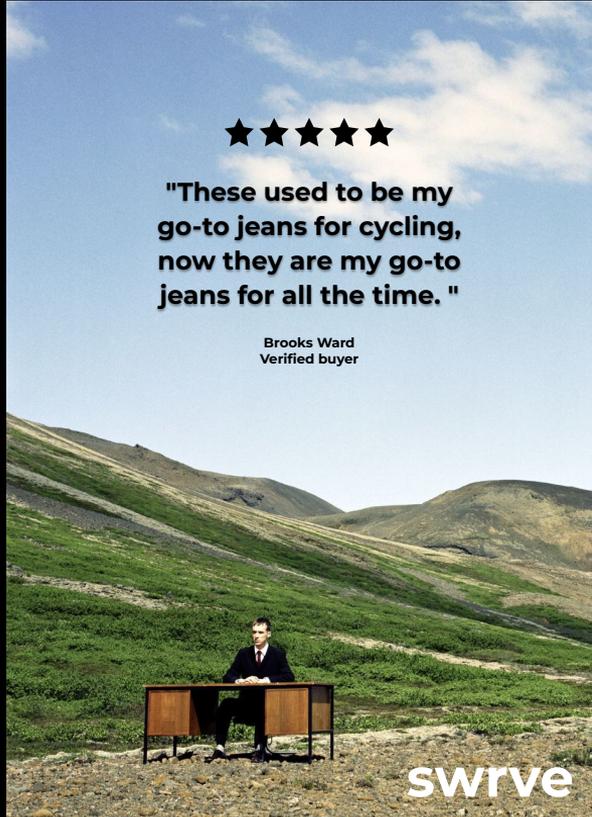
## OVERALL PERFORMANCE

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Shorter videos  
under 2 minutes  
**perform better**

Instagram:  
30 seconds

Facebook:  
1 minute



★★★★★

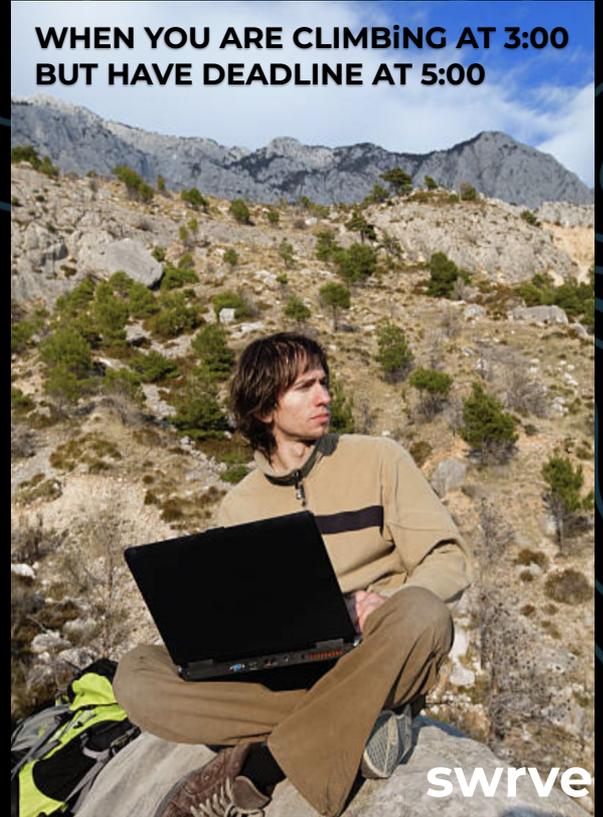
"These used to be my go-to jeans for cycling, now they are my go-to jeans for all the time. "

Brooks Ward  
Verified buyer

## FEATURING REVIEWS

61% of people surveyed trust their friend's product or brand endorsements.

(DesignRush)



WHEN YOU ARE CLIMBING AT 3:00 BUT HAVE DEADLINE AT 5:00

# Organic Content

6 second videos

Image stills

About us video

Instagram



Website

**swrve**

Facebook



Youtube



# Paid social ads

6 second videos

Image stills

Advertising and e-commerce

Instagram



Facebook



## Why Facebook?



25-34 year old **males** are  
**Facebook's biggest users**



Like



Comment



Share

Source: Sources: Smartinsights,  
businessinsider, DesignRush, Entrepreneur

**35%** of Millennials say that  
Facebook **builds the most  
brand and product trust**

**30%** of Millennials **purchase**  
products **directly** on  
Facebook



Like



Comment



Share

# Why Instagram?

**32%** of Millennials  
say that Instagram  
**builds brand trust**



Instagram helps **30%** of  
users **find products**  
**they actually use**





# TYPES OF BARRIERS



**“I don’t have  
the time”**



**“I don’t have  
people to go  
outdoors  
with”**

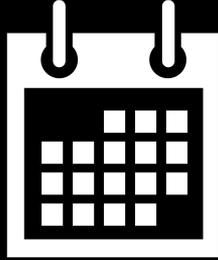


**“I don’t  
know where  
to go”**

**Branding**



**Community  
Events**



**Content**



A scenic landscape featuring a calm river flowing through a dense forest of tall evergreen trees. In the background, misty mountains are visible. A white circle is superimposed over the center of the image, containing the word "QUESTIONS?" in a bold, white, sans-serif font.

**QUESTIONS?**