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Strategic Message Planner: Hydro Flask

Advertising Goal:

To make people aware of the Hydro Flask brand and the only fully-insulated bottle products in the market.

Client: Key Facts

- Hydro Flask Product Inc. of Bend, Oregon, makes Hydro Flask all-insulated bottles.
- Hydro Flask is a private-owned company and made the “Best Places to Work” list two years in a row by *Outside* magazine.
- Hydro Flask Inc. received the Community Applause Award from the Oregon Bankers Association for service in the community.
- Hydro Flask Inc. was named as one of the most “Healthiest Companies to Work for” by *greatist.com*.
- The Hydro Flask product received second place for being the “Best New Non-Consumable Product.”
- *Source Weekly* named Hydro Flask Inc. “Best Locally Designed Product.”

Product: Key Features

What Is the Product?

- Hydro Flasks are unique drink containers that keep beverages at a preferred temperature for hours.
- There is over 100 Hydro Flasks products that customers can choose from, including different accessories.
- There are different Hydro Flasks for hydration, coffee, beer and food.
- Travis Rosbach and Cindy Morse founded Hydro Flask in 2009, and, in just a few short years, have made over \$35 million in total revenue.
- In 2015, the Hydro Flask company has expanded to Europe.
- Hydro Flask prices range from \$21 to \$54 and accessories range from \$3 to \$6.

What Is the Purpose of the Product?

- The purpose of the Hydro Flask product is to save customers from the hassle of having lukewarm beverages.
- In 2013, the company redesigned the Hydro Flask to create a fun and active life-style product.

What Is the Product Made of?

- Hydro Flasks are made of the high quality food grade, 18/8 stainless steel.

- The Hydro Flask bottles have no liners and a built-in double wall vacuum technology that guards the temperature of a consumer's drink.
- Hydro Flask products are BPA and Phthalate free.
- All Hydro Flasks are lightweight and extremely durable.
- Hydro Flasks are designed to have a sweat-free powder coat.

Who and What Made the Product?

- In 2009, Travis Rosbach and Cindy Morse founded the Hydro Flask Company in Bend, Oregon. They became frustrated with their lukewarm beverages after spending a day at the beach, and wanted to create something that would leave customers satisfied with their drinks.

Target Audience: Demographics and Psychographics

The target audience for this product is both male, ages 18-60. These male usually like to participate in outdoor activities, such as camping and hiking, when they are not working.

The target audience typically works long hours and do not always have the time refill their drinks, therefore, they need their beverages to stay at their desired temperature all day long. They are on-the-go people, who don't have time in their day to stop for little things like this.

Some of target audience is also married men that have children. These parents may use Hydro Flasks in their kids' lunch boxes, so the kids, whether they're at school or summer camp, can always have a fresh cup of fruit or a cold beverage when it comes time to eat.

Product Benefits

- Keeps liquid cool up to 24 hours and hot up to 6 hours: You'll never have to worry about your beverage tasting bad.
- Ice can stay frozen for at least 12 hours: You will never have to taste watered-down beverages again.
- Extremely durable: Even if you drop your Hydro Flask multiple times, it will still stay in tact and continue to work well.
- Comes in all different shapes, sizes and colors: You'll be able to choose a Hydro Flask that fits your own personal style.
- Has different lid shapes to emphasize consumers' preferences: You have different choices on how you want to drink your beverage and will enjoy the collection.
- Free shipping if you buy two or more Hydro Flasks: You don't need to worry about paying extra to receive your Hydro Flasks.
- Every time you buy a Hydro Flask product, the company gives 5% back to multiple charities and nonprofit organizations and also plants one tree: You'll be able to help different organizations and the environment by enjoying your favorite drink in style.

Direct Competitors and Brand Images

- Direct competitors are name brand water bottles:
 - Swell: Swell keeps drinks warm or cold for the same amount of time as Hydro Flask, but the target audience sees a lack of durability and variety of size.
 - Yeti: Yeti has great insulation like Hydro Flask, but the target audience believes the absence of a closed lid makes the Yeti less durable than the Hydro Flask.
 - Nalgene: Nalgene has different sizes and a closed lid like Hydro Flask, but is less desirable to the target audience because it sweats and is not insulated.
 - Klean Kanteen: Klean Kanteen most closely matches Hydro Flask, but according to customer surveys and reviews, Hydro Flask has a more durable build, better leak-blocking abilities, and a larger selection of accessories.
- Disposable water bottles are also direct competitors, but they aren't as long lasting and do not have the same temperature benefits as the hydroflask.

Indirect Competitors and Brand Images

- Non outdoors people: These people believe that this is the best water bottle, but they don't see a need for such a durable water bottle.
- Sigg: This European water bottle has the same attributes that make Hydro Flask unique, yet it has no U.S. retailers, which makes Hydro Flask much more easily obtainable for the target audience.

Product Brand Image

- Current brand image: The target audience believes that the Hydro Flasks may be effective but are over-priced compared to generic versions that work in a relatively similar way.
- Desired brand image: Hydro Flasks are unique from other brands and improves your outdoor experience.
- Brand image challenge: The target audience isn't aware of this product as much as the other leading brands.

Strategic Message: The Promise

Hydro Flask combines temperature, taste, and transport throughout your day for both convenience and effectiveness. If you have ice water in the morning, we promise you will have ice water in the afternoon.

Supporting Evidence: The Proof

- Hydro Flask is lightweight, with a secure vacuum seal eliminating the need for heavy bottom caps.
- The bottle has thin walls, that allows for more liquid in the flask and absorbs all moisture and gas.
- Hydro Flask is guaranteed for life, with its own specialized ovens in the production process to ensure strength and durability.
- TempShield technology prevents outside elements from contaminating the contents inside.
- The Hydro Flask has received many awards, recognizing its durability, company, and product design.

