



# SGB

ISSUE 1510  
MARCH 9, 2015

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

## Under Armour

"Most Admired  
Brand" on the  
Sportsman's  
Brand Strength  
Index

# RUN WITH CONFIDENCE THIS WINTER



**YAKTRAX®**

1.866.YAKTRAX | WWW.YAKTRAX.COM

**CEO**  
**Group Publisher**  
James Hartford  
jhartford@sportsonesource.com  
303.578.7004

**Managing Editor**  
Aaron H. Bible  
ahbible@sportsonesource.com  
303.578.7017

**Senior Business Editor**  
Thomas J. Ryan  
tryan@sportsonesource.com  
917.375.4699

**Creative Director**  
Teresa Hartford  
teresa@sportsonesource.com

**Senior Graphic Designer**  
Camila Amortegui  
camila@sportsonesource.com

**Advertising Sales**  
Catherine Smith  
Director, Client Solutions  
catherine@sportsonesource.com  
303.578.7033

Buz Keenan  
Northeast  
buz@sportsonesource.com  
201.887.5112

Katie O'Donohue  
Southeast | Midwest  
katieo@sportsonesource.com  
828.244.3043

Matt Tucker  
West Rockies  
mtucker@sportsonesource.com  
303.578.7031

**Circulation & Subscriptions**  
admin@sportsonesource.com  
303.997.7302

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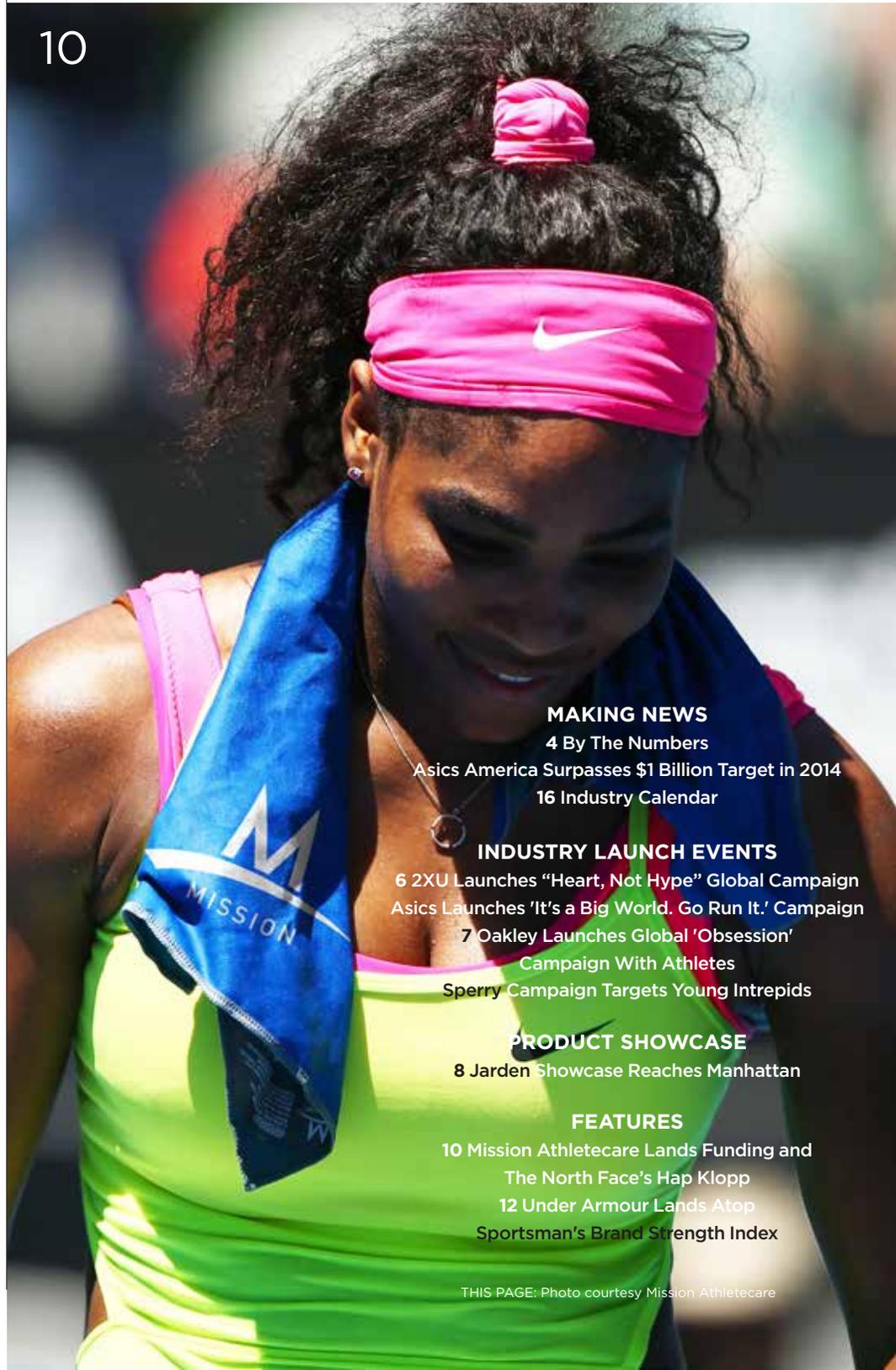


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THIS PAGE: Photo courtesy Mission Athletecare

## BY THE NUMBERS

-0.5%

**Billabong International** Limited reported sales from continuing operations slid 0.5 percent in the six months ended December 31, to Australian \$522.1 million (\$405.9 mm) and were down 1.1 percent on a currency-neutral (c-n) basis. In the U.S., sales were down 1.3 percent on a c-n basis. Billabong Brand sales were up 9.5 percent and RVCA advanced 5.7 percent on a c-n basis in the Americas but Element's revenues were down significantly.

-9.7%

**Crocs, Inc.** reported a loss of \$53.1 million, or 70 cents a share, in the fourth quarter, which included \$26.8 million in non-recurring and special charges. Revenues declined 9.7 percent to \$206.5 million, in line with expectations. Sales were essentially flat to last year on a currency-neutral basis across all regions with the exception of Latin America and China. Crocs expects declines to moderate in Q2 and growth to return in the second half of 2015.

+8.3%

**Iconix Brand Group** reported sales in its Men's segment slid 22.4 percent in 2014 to \$111.7 million. Sales in the fourth quarter bounced back, growing 8.3 percent to \$32.7 million. The Mens' segment includes Umbro, Starter, Rocawear, Ecko Unltd, Ed Hardy, Zoo York, Lee Cooper, OP and Nick Graham.

+8.9%

West Marine, Inc., reported net revenues increased 8.9 percent in the fourth quarter, enabling the company to grow its top line for the year. Comparable-store sales grew 2.8 percent. The net loss for the quarter was \$10.3 million compared to a loss of \$11.2 million for the fourth quarter of 2013.

+9.4%

**Canadian Tire Corp.** reported retail and same-store sales at FGL Sports were up 15.0 percent and 4.9 percent respectively for the fourth quarter. The gains reflected increases across all categories and were led by a 9.4 percent increase in same-store sales at its flagship Sport Chek.



## ASICS AMERICA

### SURPASSES \$1 BILLION TARGET IN 2014

Asics America Group, which includes the U.S., Brazil, Canada and Mexico, surpassed \$1 billion in sales for the first time in 2014. Sales reached \$1.1 billion, up 14.9 percent year-on-year.

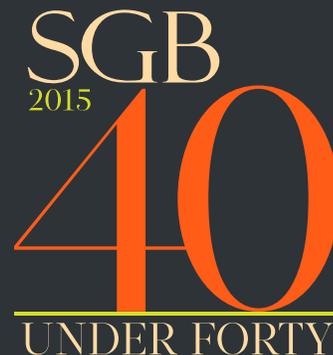
Operating profits rose 20.1 percent year-on-year, according to a statement from Asics America. The performance represented the third year in a row Asics America showed sustained growth and profitability.

Driven by fitness trends, including increased participation in running and jogging in both traditional and non-traditional events, running footwear led the growth with a rise of 11.7 percent. Performance running was led by the GT-2000 2, GEL-Kayano 21, GEL-Nimbus 16, and GEL-Cumulus 16. Also contributing to the gains was the launch of the Natural33 collection, expansion of the Lite-Show collection, and an expanded Kids Collection, which included toddlers for the first time. Two new technologies in running footwear, the FluidFit Upper and the FluidRide Midsole 2.0, supported the category.

Training and Volleyball also saw "expansive high double-digit growth" last year. The sports lifestyle footwear category, which includes Onitsuka Tiger, jumped 48 percent. GEL-Lyte III, celebrating its 25th anniversary in 2015, was a notable contributor to sports lifestyle gains.

Apparel and accessories surpassed projections by double- and triple- digits. Running apparel vaulted nearly 75 percent over last year. Socks and headwear sparked significant growth in accessories with strong new colors and prints. Expansion of the Quick Lyte and Invasion styles were at the forefront of sock sales growth as was the Kayano Single Tab.

In 2014, Asics America opened 11 new stores including a flagship on 42nd Street in New York City's Times Square, as well as locations in Scottsdale, AZ, Chicago, IL, Skokie, IL, Paramus, NJ, Boston, MA, Roseville, CA, Santa Clara, CA, San Francisco, CA, San Diego, CA and San Juan, Puerto Rico. Another 10 are planned this year.



# 40Under40 Nominations Countdown!

*Five days left* to submit your nomination

[Click Here To Nominate](#)

**Nominations Close March 13, 2015**

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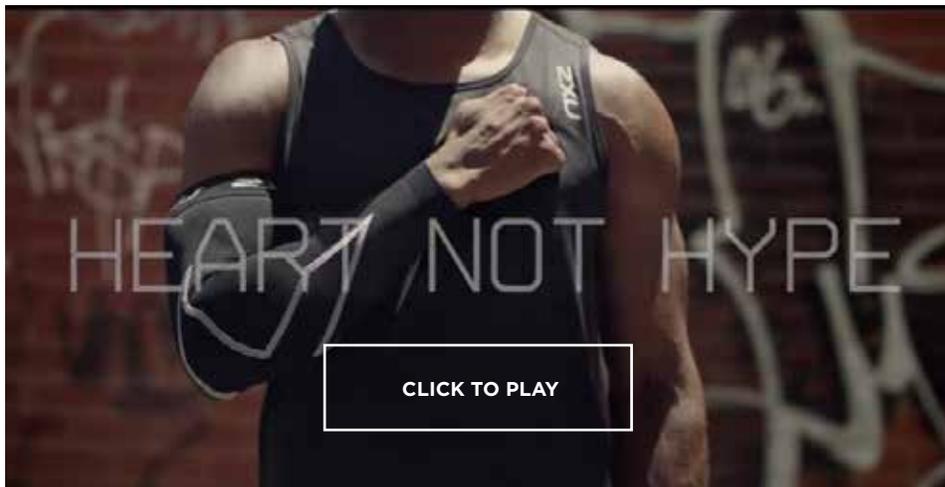
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**2XU**  
LAUNCHES  
“HEART, NOT HYPE”  
GLOBAL CAMPAIGN

2XU, maker of compression apparel, unveiled its first global campaign, #HEARTNOTHYPE, showcasing “athletes who put their all, including their heart, into training.” A short film captures respective quests to maximize performance, regardless of level.

To celebrate the campaign, 2XU launched a global competition, allowing consumers the chance to win the Ultimate Performance Training Camp experience, to be held in Southern California. The Ultimate Performance Training Camp will offer industry-leading insights on nutrition and psychology. Those interested



can visit [heart.2xu.com/win/#](http://heart.2xu.com/win/#) and tell or show 2XU what “putting heart into performance” means to them.

2XU Co-Founder and Sales & Marketing Director, Aidan Clarke said “#HEARTNOTHYPE is the first truly global brand campaign we have embarked on, and

provides us with the opportunity to connect with new and existing consumers on an emotional and functional level, driving relevance and bonding. This powerful, innovative campaign demonstrates our position as leaders in compression apparel, supporting the key driver of human performance – the heart.”



Asics launched a global campaign designed to inspire sportspeople and fitness enthusiasts around the world to explore new territories and discover the huge variety of ways and reasons to run.

'It's a big world. Go run it.' features a television spot to be aired globally during headline sports events. In addition, the campaign includes a 90-second digital version, print, outdoor, online and in-store executions, and activations at marathons around the globe.

The television creative starts with a single runner finding a ram's horn on a deserted city street. As he blows into the horn, a beckoning call echoes through the streets. More and more runners emerge from roads, deserts, mountains

and trails, gathering into running tribes. As the multitude of runners realize their achievement by reaching the summit of a giant mythical mountain, the sound of another ram's horn echoes through the air calling them towards their next challenge.

Shot in New Zealand, the commercial features a host of Asics sponsored athletes, including world champion triathlete Gwen Jorgensen (U.S.), 100m & 400m Olympic hurdler and sprinter Queen Harrison (U.S.), 800m runner Ryan Martin (U.S.), elite training and fitness athlete Rosario Rios-Aguilar (U.S.) and elite trail runners Sissi Cussot (France) and Genis Zapater (Spain), alongside real running enthusiasts.

As part of the campaign, fifteen short films

will also be released throughout the year, in which Asics sponsored athletes discuss their training routines and diets. A specific tennis campaign, 'It's a Tough Game. Go Smash It.', featuring tennis star Gael Monfils, will be released in May and a rugby-focused campaign will be launched in the second half of the year.

Katsumi Kato, head of Asics global marketing division, commented, "Our new advertising campaign signifies a major step in communicating the Asics brand on a global level. This demonstrates Asics is the leading running brand, inspiring and helping athletes of all ages and abilities to experience running in all its forms. We believe 'It's a big world. Go run it.' will appeal to all types of runners, whilst also keeping the sport fun and accessible."



## OAKLEY

### LAUNCHES GLOBAL 'OBSESSION' CAMPAIGN WITH ATHLETES

Oakley launched a “One Obsession” campaign that invites and inspires people to join the brand’s global network of renowned athlete ambassadors in living out their passions.

The multi-channel brand campaign spans 22 countries and includes digital, social, advertising, outdoor, retail activations, live events, and an enhanced digital experience on [oakley.com/oneobsession](http://oakley.com/oneobsession).

#LiveYours hosts and ignites conversation around “where does your obsession take you?” The global social movement encourages fans to join over 450 Oakley athletes in sharing and celebrating their physical places of obsession around the world – from a remote mountain peak, backyard trail, secret surf spot or suburban garage. Oakley will reward #LiveYours contributions and those who are living out their obsession with surprise experiences and access to athletes who inspire them.

A “One Obsession” film debuted February 17 on [Oakley.com](http://Oakley.com), and all social and digital channels. The film features professional and non-professional athletes and teases a series of cinematic and intimate portraits to come.

Athlete stories of inspiration from around the globe will unfold throughout the year across multiple disciplines, including skateboarder Eric Koston, surfer Gabriel Medina, cyclist Mark Cavendish, all-star baseball player Matt Kemp, Moto GP champion Marc Marquez, cricketer Virat Kohli and badminton player Lin Dan.

Beginning in April, One Obsession will be brought to life through unique brand moments around the world. Three brand hubs will open to the public created for the community to live out their passions in skateboarding (Los Angeles), urban cycling (London) and baseball (New York).

“Oakley celebrates those who relentlessly pursue their passions and we encourage others to do the same,” said David Adamson, Oakley SVP of marketing. “With One Obsession, we are excited to facilitate conversations with professional athletes – enabling them to connect with consumers through new, shared experiences.”



## SPERRY

### CAMPAIGN TARGETS YOUNG INTREPIDIS

Sperry, seeking to win over a new generation of customers as it celebrates its 80th anniversary, launched its Odysseys Await brand campaign – a global platform that channels the “salty spirit” and ingenuity of the brand’s founder, Paul Sperry.

Sperry’s evolution includes a refreshed corporate logo and visual identity, which will be introduced as the Odysseys Await campaign launches this month. It said the new icon better reflects the authentic nature and values of the brand while appealing to an audience that has genuine stories to share. Sperry identified this new consumer segment – a younger, passionate individual, united by the same adventurous spirit as Paul Sperry – as “Intrepids.”

“It is our mission to ignite the human spirit through the power of sea-based discovery and adventure,” said Rick Blackshaw, president of Sperry. “We set out on an exploration to develop a campaign that encourages a youthful, global and digitally-connected group to discover and celebrate authentic stories still to be lived. The resulting creative is a huge departure from the brand’s previous work and aims to build relevancy with a bold, intrepid consumer around the globe.”

In mid-March, Sperry will unveil the second half of the campaign – the Odyssey Project – an experiential content-creation initiative that celebrates inspirational discoveries and encourages ongoing engagement.

Through the Odyssey Project, Sperry will activate 80 ambassadors around the world with a challenge to move out of their comfort zones, visit unexpected places, try unfamiliar things and discover more about themselves and the world around them. Each person will receive a custom shoebox containing a new pair of Sperrys and an itinerary; which will send them on different odysseys around the world. The user-generated content will be shared globally on Sperry social channels, at Sperry specialty retail stores, and on [Sperry.com](http://Sperry.com).

# JARDEN REACHES MANHATTAN

Jarden Corp. arrived in New York City last week for its annual meeting with the city's top media reps and offered a comprehensive preview of its sports and outdoor brands for Spring/Fall/Winter 2015 at the Le Parker Meridien Hotel. Here are a few highlights.

By Thomas J. Ryan



## COLEMAN

### Tenaya Lake Fast Pitch Cabin With Cabinets

\$280 (6 person) | \$330 (8 person)

Accommodates two queen-size air mattresses, offers a fast pitch tent with pre-attached, color-coded top poles and hub, fast fit feet and snag-free Insta-Clip suspension; built-in cabinets; weatherTec system to keep water out; Illumiline reflective guy-lines for night visibility.



## COLEMAN

### Gladiator Series

FyreChampion | \$180

Patent pending burner technology with independent, fully adjustable burners with Instastart ignition, separate HyperFlame SwapTop griddle tops and patent-pending WindBlock pan support.



## MARMOT

### Essence Jacket | \$200

The featherweight, waterproof/breathable Nano-Pro Membrain laminate jacket, offers taped seams throughout, is wind resistant with 360-degree reflectivity and offers Marmot's Angel-Wing Movement, molded/laminated brim, and adjustable elastic draw cord hem.



## EX OFFICIO BUGSAWAY TRAVEL COLLECTION

### Leilani Multi-Way Dress | \$65

BugsAway technology - an odorless insect protection made possible by a proprietary pre-methrin formula - is bound tightly to the fabric fibers. Lightweight and quick drying with built-in 30+ UPF sun protection.



## WORTH

### Senior League Bat | \$199

Breaking back into Senior League Slowpitch Softball, the full composite bats designs include a Jeff Hall signature two-piece bat (available in his signature .05 oz. weight drop) and a Dennis Rulli signature one-piece bat. Made in the U.S.A.



**EX OFFICIO**

**Give-N-Go Sport Mesh Underwear**  
\$22 to \$32

Ergonomically designed fit, soft waistband, flat-lock seams, tagless interior, and breathable, anti-microbial four-way mesh fabric wicks moisture. Wash and dry.



**TUBBS  
SNOWSHOES**

**Ltd Edition Boundary Peak | \$250**

Features a patina-coated aluminum frame, React LTD binding, 16-degree heel lift, and Control Wings stabilize ankle rotation.

**HEALTH O METER**

**NUYU Activity Monitor | \$50**

Tracks steps, calories, distance and sleep and can be worn on the wrist, clipped to a waistband, or onto shoelaces. Bluetooth technology wirelessly uploads activity to the NUYU app. Battery lasts up to four months. Fully waterproof.



**RAWLINGS**

**Velo BBCOR Bat | \$300**

For high school/collegiate play, the BBCOR approved alloy barrel design utilizes Precision-Optimized Performance (pOp) Technology to isolate extra weight into smaller regions on the barrel to increase bat speed and eliminate the need rings found inside some BBCOR bats. A longer barrel and Comp-Lite end cap delivers low M.O.I. (moment of inertia) for maximum swing speed. The stiff 5150-alloy handle offers a consistent feel.



**MARKER**

**Kingpin 13 Binding | \$649**

Represents the brand's first entry into the Pin-tech binding category. Thanks to its release function, the binding gained DIN/ISO 13992:2007 certification from Germany's prestigious TÜV testing organization. An available crampon system is for steep, icy climbs, while performance during descent is enhanced by the XXL power transmitting heel piece, with a wider connection to the boot lug.



**ATLAS SNOW-SHOE COMPANY**

**Treeline Snowshoe | \$240**

Featuring elliptically formed 6061 aluminum V-frames, Wrapp Lux bindings Nytex decking, a heel lift bar for steeper terrain, tempered steel All-Trac toe crampons, and stainless steel advanced aft traction.



**WORTH**

**Speed Rating Fastpitch Helmet | \$60**

Offered in a range of matte neon colors. Available in the 60 mph/recreational play style. Moisture control-wrapped padding and Chinstrap are fitted with a fastpitch facemask and specifically fitted for ponytails.



**RAWLINGS**

**NRG Impulse Plus Football Helmet with Facemask | \$350**

C3D technology with inflatable interior padding for custom fit. NOCSAE-certified with strategically placed Heat Exchange padding system.



**ZOOT**

**Del Mar | \$140**

A neutral running shoe with BareFit internal liner features an open mesh upper and "no sew" construction, Z-Bound insole, full ZBR forefoot and ZCR in the heel with 8mm offset.



**K2'S Cool Bean**

**Snowboard | \$500**

Represents a shorter version of K2's Peace Keeper model, with the addition of a wider nose for optimal shredding. Features tapered directional shape, AT Tweekend baseline, 4000 Sintered base, and WH4 core.

**VÖLKL**

**RTM 86 | \$1,275**

Offers extended Tip and Tail Rocker design, Motion WideRide XL binding system, and 3D Ridge construction with vertical sidewalls.



# Mission Athletecare Lands Funding and The North Face's Hap Klopp

By Thomas J. Ryan



Photos courtesy Mission Athletecare

Mission Athletecare is a startup looking to jumpstart the thermoregulation category, and recently raised \$35 million of growth capital for organic and M&A expansion in its core cooling and heating categories.

As part of the new investment, Hap Klopp, the founder and former CEO of The North Face, joined Mission's board.

Launched in 2009 by a group of elite athletes including Dwyane Wade, Serena Williams, Reggie Bush and David Wright, Mission has broken out in recent years with its high-tech Endura-Cool line of cooling products that now includes a range of towels, caps and sleeves. The company has grown more than ten-fold in the last five years, and is expected to achieve another year of double-digit growth in 2015.

In an interview with *SGB Weekly*, CEO and founder Josh Shaw, said he believes Mission is already the leader in thermoregulation, which addresses both cooling and heating needs of athletes. But he also believes thermoregulation can be a billion dollar opportunity.

"This capital raised, along with our recent executive hires, positions us to truly lead the development and expansion of the Thermoregulation category," said Shaw. "The demand for innovative, affordable and athlete-engineered

products that enhance performance by regulating temperature has never been higher, and we are positioned like never before to meet that demand."

The capital infusion, facilitated by Piper Jaffray, was led by Fremont Private Holdings and VO2 Partners. Shaw said the company does not reveal stake levels but both reflected minority investments. He was especially enthusiastic about the participation of Fremont – a San Francisco-based private investment company with a history of investing across a wide array of businesses. Shaw said Fremont had indicated that if more capital were required to support growth, they're standing by.

Shaw met Klopp, who is also an author, a Stanford professor, and sits on several boards, through its other new equity partner, VO2 Partners. Said Shaw, "Klopp ran The North Face for 20 years so he knows all about growing businesses. But more importantly, he's incredibly dialed into the sports, outdoor and textiles industries. He's really more of a strategic advisor than a board member."

"I'm very pleased to join the leadership team of Mission, one of the most innovative and invigorating businesses with which I have ever been involved," Klopp said in a statement. "The work they are doing to engage and assist consumers in vital areas like cooling, as well as the ways they are empowering and engaging some of the greatest athletes in the world, sets them apart and will make them a leader not just in sports but in technology and innovation."

Fremont and V02 join existing investor Breakaway Partners, and former Reebok CMO, Dennis Baldwin, who came in a year after Mission first capitalized the business. Other board members include Bob Wright, the former CEO of NBC and NBC Universal and who has since served as one of his mentors; and Phil Geier, Jr., the former chairman and CEO of the Interpublic Group who made a return on Shaw's past ventures.



Hap Klopp, Founder & Former CEO of The North Face



Josh Shaw, Founder & CEO, Mission Athletecare

While at University at Albany, Shaw launched the multi-media marketing services company, Student Advantage, Inc.; and later founded GoSMILE, a leader in the tooth-whitening category.

Several professional athletes, including the aforementioned Wade, Williams, Bush and Wright, have also invested in the company and remain active in the business. Wade, who plays for the Miami Heat, inspired a Mission cooling towel for the head. Williams, who was seen with Mission towels at the Australian Open last month, is often the spokesperson for the brand.

"As an athlete and a businesswoman, I am proud to have played a role in the growth of Mission from the very beginning," said Williams, a 19-time Grand Slam Champion, in a statement. "I have believed in the brand and products from day one and this latest milestone is yet another step towards building Mission into a global brand."

"We have a few highly entrepreneurial athletes with us. They're not only dialed into the product but on weekly calls they'll talk about the P&L, marketing plans and other areas. Honestly, they look at this as their baby," Shaw said.

Shaw said Mission started in 2009 in personal care such as anti-chafe cream but that category is "winding down" as resources are focused toward thermoregulation.

Another growth area is its Grip range, which it entered in 2011 in basketball with the Court Grip instant traction enhancer that keeps sneakers from skidding. The technology was co-developed with Wade. Mission subsequently introduced Power Grip, which eliminates sweaty palms with a no-mess gel. Last year, it unveiled Cleat Grip, designed to reduce mud accumulation on cleats.

But the biggest opportunity Shaw sees is around thermoregulation. Made from a proprietary performance fabric, Mission's Instant Cooling Towels instantly cool when soaked with water, wrung out, and then snapped in the air

to activate the cooling properties. It cools to 30 degrees below average body temperature when wet.

The towel was introduced in 2012 and the cooling range has expanded to also include caps, sleeve and hats.

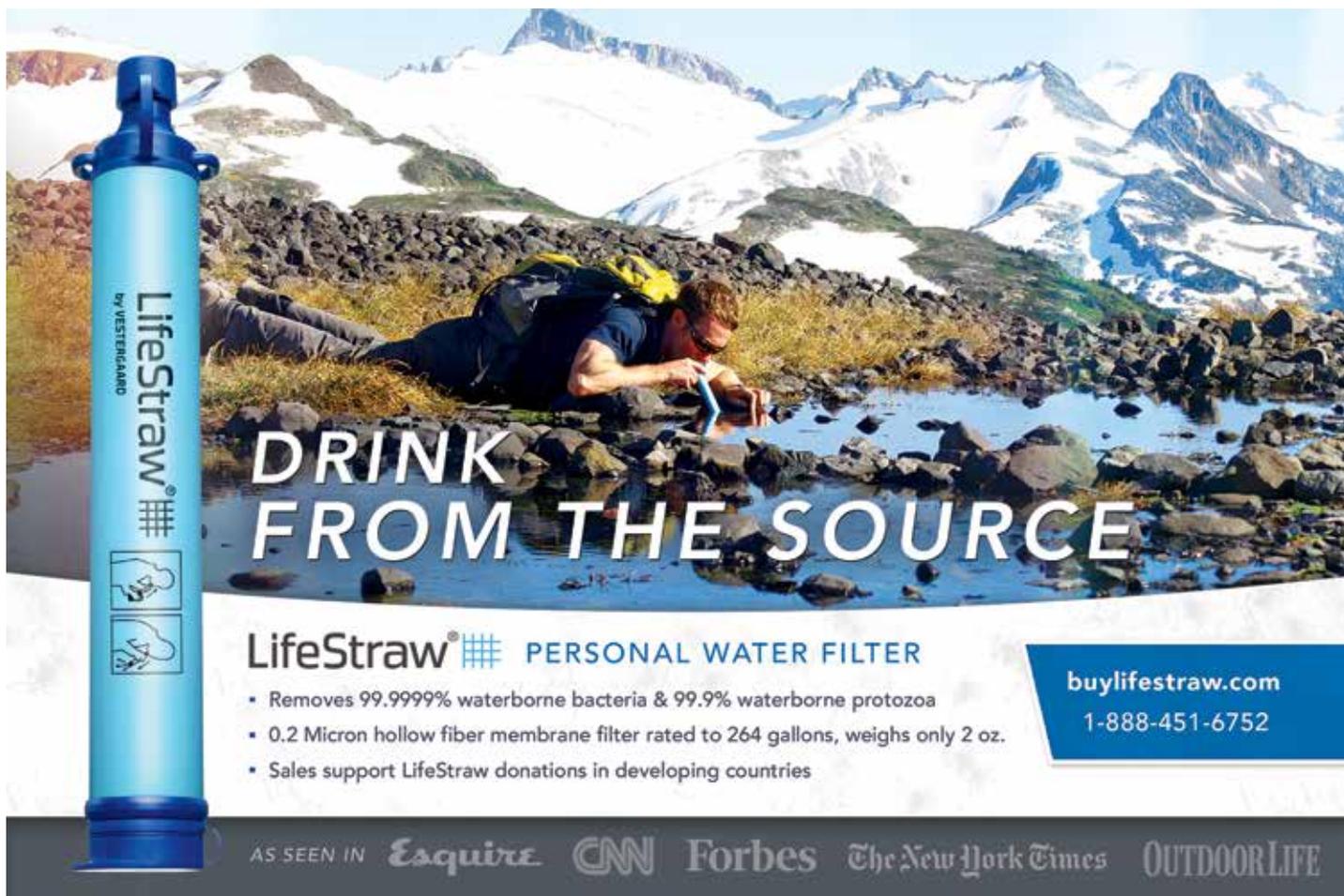
Mission will soon introduce heating products to complement its cooling range. Shaw also sees the potential to expand its fabric technologies across a wide range of items. Shaw said, "We're continually getting inquiries and requests from athletes and consumers on whether we'll be expanding to everything from shirts to pajamas and sheets."

Four more athletes will be added to its roster in 2015, including its first NASCAR and NHL stars. Mission will also continue to conduct its mobile tour, which hands out samples and encourages testing.

Shaw noted that the presence of Under Armour, Nike, Columbia Sportswear and others offering their own cooling technologies speaks to thermoregulation's potential. But Shaw believes Mission stands apart because most of the technologies being developed by the majors are "not true technological advancements rooted in science."

He also touted Mission's singular focus on thermoregulation as a notable advantage. As an example, he pointed to Mission's partnership with the Korey Stringer Institute (KSI). Beyond using its own resources to advance education around the dangers of heat stroke, especially for athletes, Mission is donating \$1 million in EnduraCool Instant Cooling products over three years to schools that implement and follow KSI's Exertional Heat Stroke Prevention Guidelines.

"None of the competitors are taking the approach to thermoregulation like the way Mission is," said Shaw "We want to lead it, and it's a whole different dimension when you want to lead it. We're like Under Armour in year five." ■



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## UNDER ARMOUR LANDS ATOP SPORTSMAN'S BRAND STRENGTH INDEX

By Charlie Lunan

Under Armour established itself as the “most admired brand” among hunters, anglers and shooting sports enthusiasts, according to the latest Brand Strength Report from The SportsOneSource Market Research Group. Under Armour scored 561 points out of a possible 1,000 in the Sportsman’s Brand Strength Index (BSI), putting it comfortably ahead of Columbia Sportswear and the firearms brands that dominate the top of the index.

While the strong performance may surprise many who know Under Armour primarily as a team or fitness brand, it comes as no surprise to the handful of sportsmen, including CEO Kip Fulks, who were among the company’s first employees in 2001, according to Bryan Offutt, VP of sales and marketing for hunt, fish and tactical at Under Armour.

“I can remember back in the day in 2001, when we were just making the mock tee,” said Offutt “There were a number of us wearing that underneath our hunting jackets and we said, ‘if we could get this stuff in camo it would be awesome for anglers and hunters.’”

Photo above: Stay warm, focused, and above all - undetected.  
Under Armour Ridge Reaper ColdGear Infrared Hunt.  
Photos courtesy Under Armour.

It was not until 2006, however, that Under Armour had the wherewithal to dedicate resources in the outdoor space. That year it formed its Outdoor Performance Division to develop products specifically for sportsmen as well as snow sports enthusiasts. One of its first innovations was Scent Control, that cloaks the wearer's scent from potential prey.



Then came Cold Gear Infrared, which was designed to keep sportsmen warm during long periods of low activity, such as in a tree stand or ice fishing. Boots followed in 2010.

Of the 2,509 consumers surveyed last fall for the Sportsman's Brand Strength Report, 56 percent recognized the Under Armour name, tying the brand in second place with Remington and putting it right behind Coleman and Smith & Wesson, which tied for first place with 58 percent Brand Awareness.

Under Armour is the second most recognized brand among sports-women (57 percent), one of the fastest growing segments in shooting sports. Among men, it was fifth most recognized (55 percent).

Offutt attributes the strong showing with women to rising participation, Under Armour's attention to fit, and exposure through sponsored athletes such as Tiffany Lakosky, who co-hosts a hunting show with her husband Lee on the Outdoor Channel, and Eva Shockey, who became the first women to appear on the cover of Field & Stream magazine in 28 years last spring.

"It seems like this generation of women hunters is more confident," said Offutt. "Previous generations were reluctant to go into Cabela's or Bass Pro, but now they go in because they want their own bow or their own gun with accents. We will have a brand new women's line coming out in the future that we are really excited about."

The high brand awareness scores were aided by Under Armour's large marketing budget and the nature of its product. The company spent \$333 million on advertising - including sponsorship deals with many high-profile pro athletes - in 2014. That was 17 times what Smith & Wesson, which ranked fourth on the Sportsman's BSI, spent in its most recent fiscal year. The spending likely helped make Under Armour the most purchased of the brands measured as well. More than a quarter of consumers surveyed (26 percent) had recently purchased Under Armour.

What really distinguished the brand, however, was that 11 percent of those customers consider Under Armour a "Non-Negotiable Brand." That means roughly one-in-ten of the respondents who had purchased



the brand would walk out of a store if it did not carry the brand, so that they could purchase it elsewhere. Only two brands scored higher than 10 percent on the exclusive Non-Negotiable Brand list. The other one was Columbia.

Under Armour also fared well in consumer perception of quality, where it received the fourth highest scores among apparel brands and seventh highest among footwear brands.

The SportsOneSource Group developed the BSI rating system more than seven years ago to more effectively measure and assess overall consumer perception of specific brands. The attribute with the greatest importance



in the BSI formula is a consumer's uncompromising commitment to a brand. Respondents to a survey conducted in Fall 2014 were first asked if they would leave a specific retail location if a particular brand were not



Photo courtesy Under Armour Fishing Team

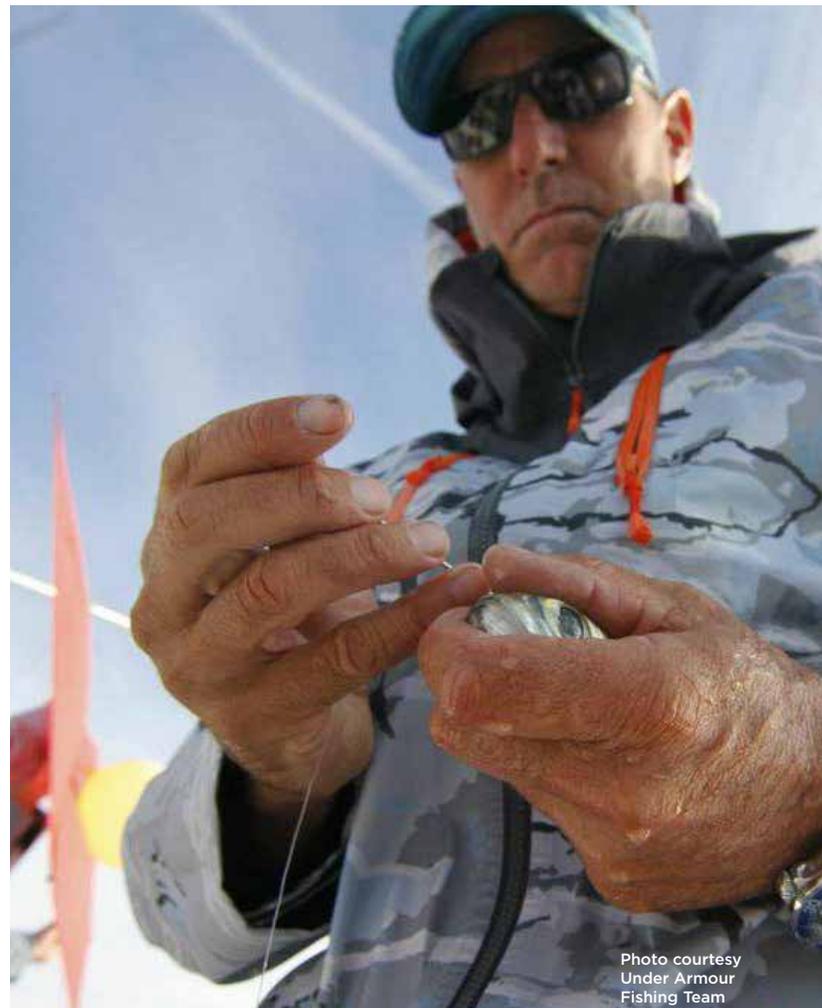
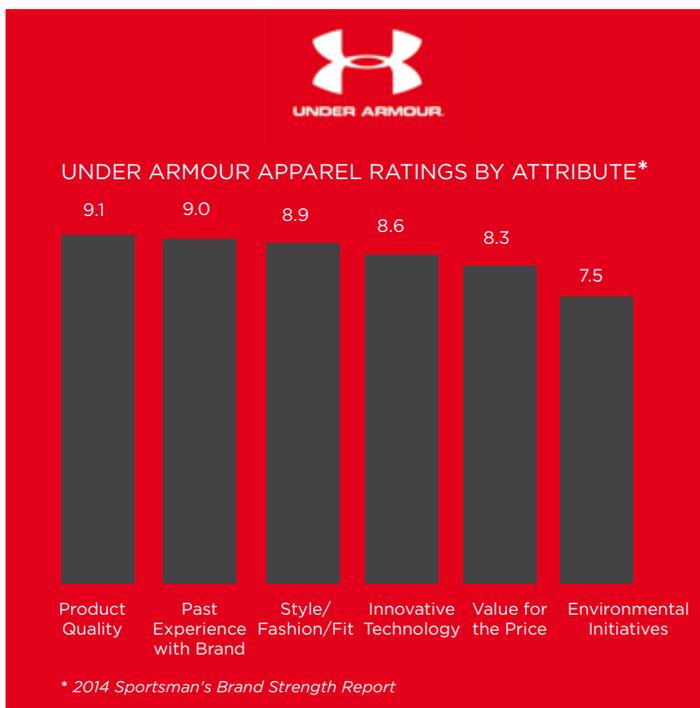


Photo courtesy Under Armour Fishing Team

available at that retailer. The respondents answering “yes” were then asked (unaided) which brands were so important to them that they would leave a retail location if that brand were not available.

The above criteria were then combined using The SportsOneSource Group’s proprietary formula to generate a single BSI for each qualifying brand.

The 2014 Sportsman’s Brand Strength Report focuses primarily on footwear, apparel and equipment brands across the hunting, fishing and shooting sports business.

To participate in the Sportsman’s Brand Strength survey, each respondent must have purchased sportsman-related footwear or apparel in the past year, or sportsman-related equipment in the past several years.

To order *The Sportsman’s Brand Strength Report* or to customize your personal report, contact Bethany Cooner, Director, Market Research, 303.997.7302 or [SOSResearch@SportsOneSource.com](mailto:SOSResearch@SportsOneSource.com).



# Brand Strength Report

Sportsman's  
Brand Strength  
Index

**Know Your Strength  
Order Your Copy Today!**

For inquiries contact Bethany Cooner, Director, Market Research  
The SportsOneSource Group 303.997.7302 or [SOSresearch@SportsOneSource.com](mailto:SOSresearch@SportsOneSource.com)

 **SPORTSONESOURCE**  
[BrandStrengthReport.com](http://BrandStrengthReport.com)

# INDUSTRY CALENDAR



Photos courtesy Under Armour Fishing Team

## TRADE ASSOCIATIONS BUYING GROUPS

Athletic Dealers of America  
1395 Highland Avenue  
Melbourne, FL 32935  
t 321.254.0091  
athleticdealersofamerica.com

National Shooting Sports Foundation  
Flintlock Ridge Office Center  
11 Mile Hill Road  
Newtown, CT 06470  
t 203.426.1320  
nssf.org

National Sporting Goods Association  
1601 Feehanville Drive | Suite 300  
Mount Prospect, IL 60056  
t 847.296.6742  
nsga.org

Nation's Best Sports  
4216 Hahn Blvd.  
Ft. Worth, TX 76117  
t 817.788.0034  
nbs.com

Outdoor Industry Association  
4909 Pearl East Circle | Suite 300  
Boulder, CO 80301  
t 303.444.3353  
outdoorindustry.org

Sports & Fitness Industry Association  
8505 Fenton Street | Suite 211  
Silver Spring, MD 20910  
t 301.495.6321  
sfia.org

Snow Sports Industries America  
8377-B Greensboro Drive  
McLean, VA 22102  
t 703.556.9020  
snowsports.org

Snowsports Merchandising Corp.  
235 Cadwell Drive  
Springfield, MA 01104  
t 413.739.7331  
Snowsportsmerchandising.com

Sports, Inc.  
333 2nd Avenue North  
Lewistown, MT 59457  
t 406.538.3496  
sportsinc.com

Sports Specialists Ltd.  
590 Fishers Station Drive | Suite 110  
Victor, NY 14564  
t 585.742.1010  
sportsspecialistsltd.com

Team Athletic Goods  
629 Cepi Drive  
Chesterfield, MO 63005  
t 636.530.3710  
tag1.com

Tennis Industry Association  
1 Corpus Christi Place | Suite 117  
Hilton Head Island, SC 29928  
t 843.686.3036  
tennisindustry.org

Worldwide  
8211 South 194th  
Kent, WA 98032  
t 253.872.8746  
wdi-wdi.com

### MARCH

13-15 Imprinted Sportswear Show  
Atlantic City, NJ

### APRIL

14 SFIA/HFHS/NCAA Rules Meeting  
Indianapolis, IN

### MAY

3-6 NSGA Management conference  
and Team Dealer Summit  
Austin, TX

### JUNE

25-27 Sports Inc. Athletics Show  
San Antonio, TX

### JULY

10-12 A.D.A. Spring Show  
Minneapolis, MN

### AUGUST

13-15 Sports Inc. Outdoor Show  
San Antonio, TX

### SEPTEMBER

9-10 SFIA Industry Leaders Summit  
New Orleans, LA

### OCTOBER

29-31 A.D.A. Fall Show  
Baltimore, MD

### NOVEMBER

22-24 Sports Inc. Athletic Show  
Las Vegas, NV

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