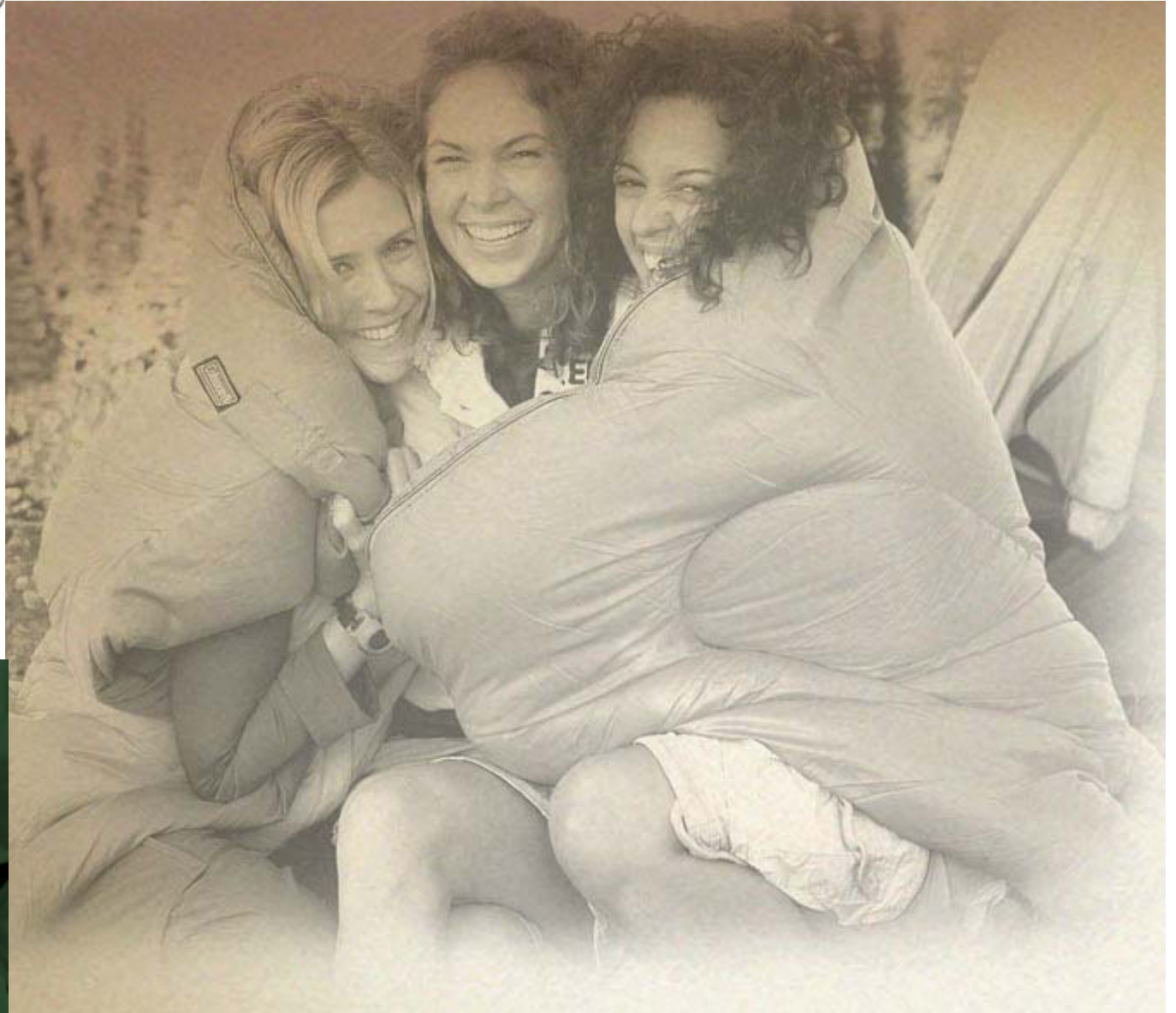


THE OUTDOOR CO.



# Licensing





# Jarden Corporate Overview

# JARDEN

\$5 billion+ Fortune 500 provider of leading consumer products



## BusinessWeek

#16 Business Week's most influential companies

### Outdoor Solutions



### Consumer Solutions



### Branded Consumables





# History

- 108 year old company founded in 1901 by W.C. Coleman w/ headquarters in Wichita, KS



The Outdoor Company™

- Over \$1 Billion in Retail Sales Globally
- #1 Brand In Outdoor Recreation\*
- 87% Awareness Among **ALL** Consumers^
- 88% of Outdoor Consumers Own A Coleman Product\*
- #1 In Product Innovation with Over 500 Patents Globally

\* Source: Hall & Partners Segmentation Study Feb. '07    ^ Source: Addwater Perspective Index, Brand Study Dec. 2000



# Brand Strength

SportsOneSource Brand Strength Index Top 25 Brands – OUTDOOR Focus Group				
Rank	OUTDOOR BRANDS		ALL BRANDS	
	Brand	Score*	Brands	Score*
1	Coleman	590.1	Nike	672.0
2	Columbia	526.6	Coleman	590.1
3	Timberland	491.7	adidas	552.6
4	Gore-Tex	490.6	New Balance	548.3
5	Thinsulate	489.9	Reebok/RBK	536.4
6	The North Face	476.2	Columbia	526.6
7	Swiss Army	472.7	Carhartt	511.6
8	Garmin	444.6	Timberland	491.7
9	Smartwool	437.0	Gore-Tex	490.6
10	Merrell	425.0	Thinsulate	489.9



The Outdoor Company™

- #1 rated outdoor brand
- #2 rated sporting goods brand behind only Nike
- 96% brand awareness with sporting goods consumers
- #1 rated quality in the industry

Source: B.O.S.S. Report, Dec. 1, 2008



# Vision

Our vision is to enable the emotional connections that happen when nature, family and friends come together outdoors

## Brand Heritage

Durable, Rugged, Authentic, Trusted,  
A Memory Creator, Social Connections





Camping  
 Backpacking  
 Climbing  
 Skiing  
 Trail Running  
 Hunting/Fishing  
 Boating  
 Outdoor Leisure  
 Backyard Recreation

active  
 pioneer  
 advocate

## WHO THEY ARE

Pioneers of the outdoors. They are healthy, active adults who crave adventure, outdoor leisure, backpacking, climbing, skiing, trail running, hunting and boating. They spend time outdoors for relaxation, renewal and adventure. They are about **SOCIAL CONNECTIONS!**

As parents, they want to give and share the same outdoor experiences with their children they had when they were growing up.

## BRAND ADVOCATES

**They love Coleman and buy the brand because they believe in it.**

Owning a wide variety of Coleman products including grills, tents, lanterns, camp stoves, air conditioners, apparel & MORE!

They are committed to the brand and will recommend Coleman to their friends and family.

They seek innovative products that give them confidence in and enrich their outdoor experiences. Seek products that **LAST!**



## Primary Consumer

AGE

**18-49**

MEDIAN HHI

**\$67,000**

ATTENDED COLLEGE

PARENTS

**55%**

MARRIED

**60%**

GENDER

**55% MALE**

**45% FEMALE**

Sources: Coleman Brand Pulse, June 2008; Coleman Segmentation, March 2007; MRI, 2008



# Product Positioning

**Better/Best** position as related to the competitive landscape.

Significant **point of difference** compared to the competition & current assortment is important.

## Product Requirements

Quality, Quality, Quality





# Consumer Communication

**Insight** – Consumers place Coleman branded products into 3 primary categories and react differently by category

## Core Camping

Primarily for camping/outdoor use



- Green color is critical
- Durability must be shown
- Photos need to convey the emotion of the outdoors

## Transitional

For outdoor use **BEYOND** just camping



- Design needs to have a “softer” feel
- Colors should connect with nature but not necessarily green

## Non-Camping

Primarily outside of camping and/or outdoor use



- Design needs to look modern & innovative
- “Camping” connection can be a liability

THE OUTDOOR CO.



# Flexible & Consistent Packaging

## Templates to speak to the RIGHT consumer!

### Core Camping/Outdoor



### Transitional

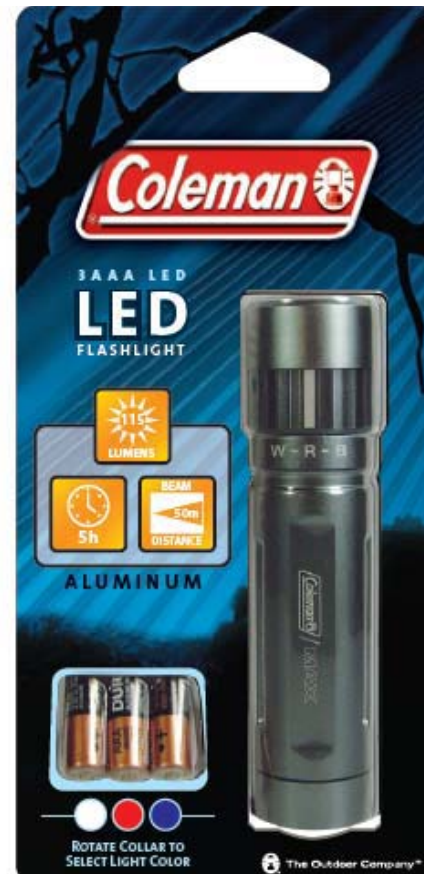




# Flexible & Consistent Packaging

Different consumers have different needs!

## Non-Camping





# Research Tools Available To License Partners

## Utilize Leading Research Partner Network



### Internal Database of 100K+ Core Consumers



### Tools To Understand Shopping Behavior



### Rapid Product Validation Available to Refine Concepts & Ideas





# Investing in the Brand



Ad campaign is being created by Doner – the largest independent advertising agency in the world with clients including Mazda, Expedia, Coca Cola, UPS and Serta



Mazda Zoom-Zoom Campaign



Serta Counting Sheep Campaign



# '09 & '10 TV Advertising Plan

May				June				July				August				
4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24



- Full summer schedule
- Broader range of channels to capture target audience
- 200 million impressions
- Average consumer will see advertising 4X
- Linked to major retailer plans

