



Hydro Flask

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Who is Hydro Flask

- Hydro Flask is a popular brand for reusable and insulated bottles that can keep liquids cold for 24 hours and warm for 12 hours.
- They were founded in 2009 by Travis Rosbach and Cindy Weber in Bend, Oregon
- Employs 132 people (Hydro Flask, n.d.)
- Helen of Troy purchased Hydro Flask for \$210 million in 2016 (Harris, 2019)



Hydro Flask

Who is Hydro flask?

- Sells more than 100 different products in 17 different countries
- Sold in more than 20,000 retail storefronts worldwide
- Products consists of water bottles, coolers, outdoor kitchen equipment, and much more
- Customer research from Hydro Flask indicated that it's customers were on a journey to self improvement (Harris, 2019)
 - "This bottle was their daily sidekick in becoming a healthier person" (Harris, 2019)



Situation Analysis

Hydro Flask is attempting to expand its customer base of lifestyle oriented, adventurous and outdoorsy individuals to sports fans by partnering with brands and adding sports to their already popular bottle to reach a wide new customer segment. Hydro Flask seeks to partner and potentially sponsor sports teams and athletes where teams can market their teams on the bottles.

In 2019 U.S. water bottle sales leaped 42% to \$318 million, and Hydro Flask was the top brand, according to research firm NPD Group (Vega, 2020)

The product is often used as an accessory almost like a status symbol (Vega, 2020)

We believe this expansion would appeal to sports fans of more lifestyle oriented sports such as surfing, tennis, and skiing as they have a tendency to show strong support for their teams and favorite athletes.

A potential issue for hydro flask would be that this is a very different diversification that would take time to implement as well as marketing and research for this new customer base.



SWOT Analysis

Strengths

- People enjoy high quality products
- Customers gravitate towards premium brands
- People are more health conscious/ encouraged to drink more water
- People enjoy collecting/showing off high quality products

Weaknesses

- More people working from home, not requiring a portable water bottle
- Quality goods are pricey compared to other brands
- Healthy lifestyles require a large amount of time and commitment
- Carrying around large amounts of water can be cumbersome

SWOT Analysis

Opportunities

- Quality carries over to its other products
- Hydro Flask has longtime customers
- Hydro Flask water bottles have a signature, minimalist look
- Hydro Flask currently has current customization options

Threats

- Owning multiple reusable water bottles can feel excessive to some
- There are cheaper brands that can also work
- Marketing to different communities requires an overhauled promotional strategy
- Hydro Flask water bottles are heavy because of strong material

Marketing Objectives

- Target Market(s) – Men and Women
 - Ages: 18-50 years old
 - Upper middle class with minimal disposable income
 - Mainly located in the Midwest, the Pacific Northwest, and along coastlines
 - We are targeting consumers with active, healthy, and adventurous lifestyles who love the outdoors
- Positioning - Hydro Flask builds brand awareness and loyalty by having their water bottles target a niche user while carrying a strong reputation for outdoor adventures (Hiking, Camping, Skiing, Surfing, Etc.)
- Increased social media presence (Instagram, Facebook, and TikTok)

Marketing Mix

Product Strategies

- How innovative is the product?
 - Through sizing, colors, words/text, graphics, images, logos, accessories, etc.
- Product adaptations and variety
 - Release a limited edition line of bottles designed for specific sports and activities.
 - Bring in a new customer base as well as current customers who want the limited edition bottles.
- New Demographic
 - Active consumers, ex. Bikers, hikers, campers, surfers, etc.

Pricing Strategies

- Price will be \$49.95, \$5 more than the regular bottles.
 - Hydro Flask is mostly compared and seen as competition with the brand Yeti
 - Hydro Flask 32oz water bottle - \$44.95
 - Yeti 36oz water bottle - \$50 (YETI, n.d.)
 - There is a \$5.05 difference for 4 extra oz
- Flex sip lid (twist top) - \$2 markup

Marketing Mix

Place/Distribution strategies

- Current places of sales and distribution
 - Online and outdoors and sporting stores (Dick's, Academy, REI)
- Proposed places to optimally reach the target market
 - National parks, hiking trails, coastlines, mountains.

Promotion strategies

- Current media used to reach the target market
- Instagram - (best platform as they jumped 80% in sales once using it (Hydro Flask: Instagram Ads Case Study | Instagram Business, n.d.)
- Sales promotion used
 - Free shipping on orders \$30+
 - 40% discount on colors/sizes that are not selling well or not popular (32 Oz. Vacuum Insulated Stainless Steel Water Bottle, n.d.)
- Proposed promotional strategy that will allow for optimal market penetration
 - Emphasis on limited edition products.

Final Recommendations

- Our overall marketing goal is to increase the volume of consumers/target market and expand our current water bottle line to target outdoor activities.
- Create insulated reusable water bottles that cater towards specific outdoor activities.
- Logo categories will include Camping, Hiking, Skiing, and Surfing.
- Later we could include categories such as Canoeing/Kayaking Snowboarding, Kiteboarding, and Boating/Sailing



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Appendices

Appendix 1

