



LOWE ALPINE

#INFINITEPOSSIBILITIES

CASE STUDY FOCUS: INFLUENCER PRODUCT SEEDING

CAMPAIGN GOALS

Lowe Alpine wanted to **build up a bank of content** around the **new Aeon** back pack before its release. The content needed to show its range of use **across multiple endurance sports** for marketing purposes. Lowe Alpine also hoped to **reach new audiences** (primarily 20 - 35 year old) by the content creators sharing these images on their own channels once the bag had been released.

STRATEGY

The Freestak platform helped Lowe Alpine to find influencers whom could keep the product under embargo whilst creating content for the brand. Over 100 mountain bikers, hikers, adventures, skiers, climbers and trail runners applied to the campaign.

A further incentive of £1000 toward their next adventure was offered to all those who took part. This was awarded based on quality of content, images and story telling ability.

Those selected had 2 months before the bag was released to create content showing their #infinitepossibilities with the Aeon backpack. Once the bag was released all those involved shared their content and experience of the Aeon.

KEY OUTCOMES

- Over **450 images of the Aeon in action** through various sports demonstrating infinite possibilities.
- **1.4 million new target audience reached.**
- Influencer selected for £1000 toward next adventurer. Wrote blog post for Lowe Alpine The Adventure Journals.
- Great video content produced **across multiple endurance sports** resulting in second campaign focused on YouTube reviews around the backpack.

KEY DATA

128

SOCIAL MEDIA POSTS

486

PIECES OF CONTENT

20

CONTENT CREATORS

38,072

ENGAGEMENTS

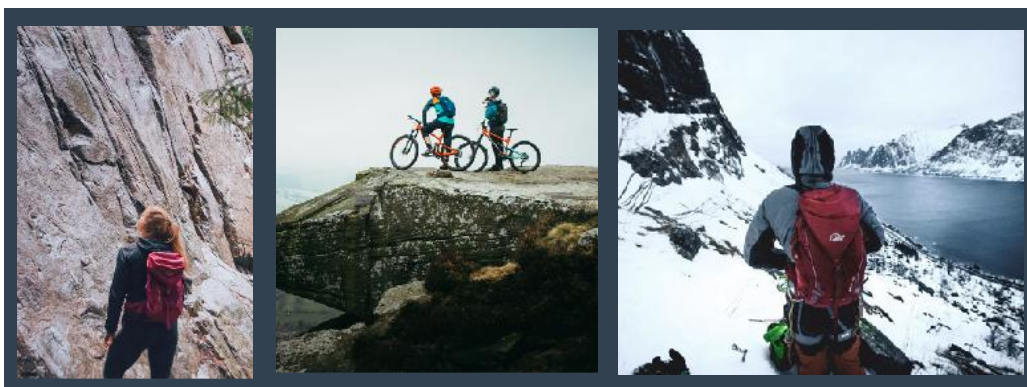
1.4 mil

REACH



"Freestak has been invaluable in the building of our influencer network. Our account managers have bent over backwards to help make the process as streamlined as possible, helping to reduce the admin time which goes into the management of influencers at scale. Freestak is also incredibly useful for evaluating the worth and reach of the content created, extracting key statistics at the click of a button. Something that's saved us a huge amount of time."

Alex Maher
Marketing Coordinator
Lowe Alpine





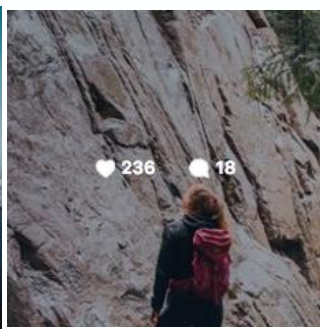
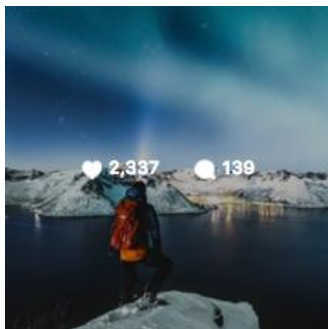
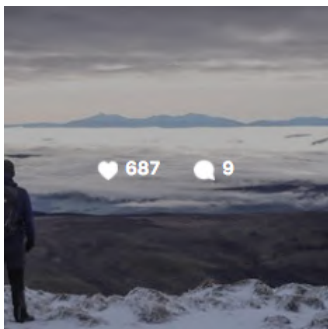
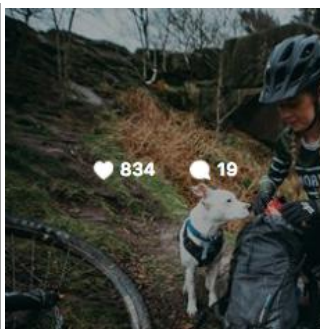
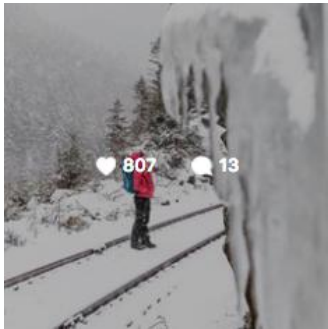
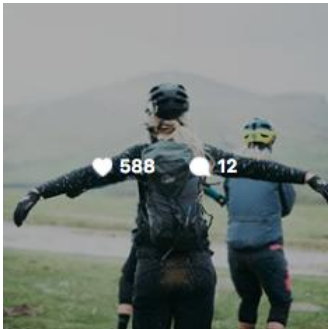
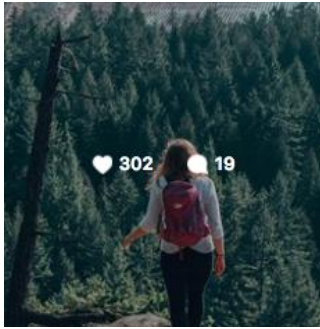
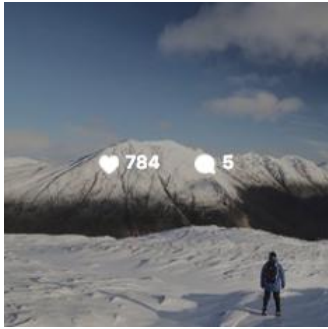
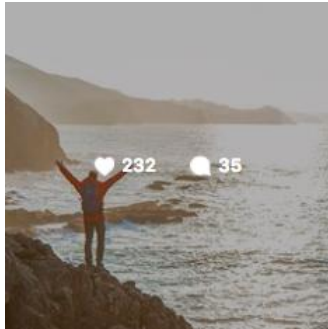
LOWE ALPINE

#INFINITEPOSSIBILITIES



Freestak

CONTENT EXAMPLES



"I teamed up with @lowe.alpine to test the AEON Backpack and I have to say, this 35L backpack is perfect. For me as a climber the smart details makes it much easier to my stuff fast and in every condition."

@karl_steinegger



"I've been working with @lowe.alpine over the past couple of months to test out their brand new Aeon pack (as featured in this photo!) 🎒 I've been putting this bag to the test on a whole host of adventures including; hiking, trail running, skiing, kayaking, cycling and snowshoeing as we travelled up BC's Sea to Sky 🏔️🚴🏂 It's super lightweight, has special attachments for walking poles, helmets and bike lights and it's so comfortable I often forget it's even there."

@adventurehan