



Fares Alshammary • Elizabeth Romano • Marsha Sanchez • Zay Williams

BRAND MISSION

Igloo exists to provide guidance for anyone who aspires to enjoy life.

We amplify lives by creating affordable products for the everyday person to celebrate life on the go and outside of their homes. From the lively sports fan, to the busy working mom - we encourage our consumers to live their lives to the fullest with Igloo. Igloo
- pioneers in the pursuit of happiness.



KPI



Followers → 9,954
Following → 508
Post → 531
Comments → Average 3



Tweets → 4,649
Following → 967
Followers → 17.4K
Likes → 1,821
Comments → Average 1



Followers → 74,046
Likes → 77,193
Comments → Average 3

**Increase
engagement
by 20%**



Subscribers → 3,800
Comments → Average 0

**Increase
engagement
by 25%**

Create a blog



**Get
engagement
and attain
1,000 unique
subscribers**



TARGET AUDIENCE



MEET KYLE



Outgoing

Active Lifestyle → Soccer Team

Fraternity

Tailgates → Chicago Fire

Planner

Research → Investments



MEET CHERYL



Husband and 3 Kids

Busy with kids after school activities

Stay at home mom

Blogger → Family Adventures

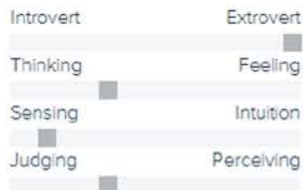
Involved → Dedicated



"I'm swanky - but I'm also the life of the party!"

Age: 33
 Work: Sales
 Family: Single
 Location: Chicago, IL
 Character: Active
 Hobbies: Soccer League, social climbing/networking, and shopping

Personality



- Ambitious
- Flashy
- Multi-tasker
- Athletic
- Outgoing
- Meticulous
- Calculated
- Well-Travelled

Goals

- To become the highest selling consultant in his firm and eventually become a partner.
- Continue his life as an upwardly-mobile bachelor, but accumulate more assets and wealth.
- Become a noted influencer to his younger frat brothers.

Frustrations

- Not being fully prepared at informal outings/events.
- All of his colleagues depending on him to bring food, snacks and beer to outings because they enjoy his expensive taste. (at his expense!)
- Living in the city and having to carry a large load when traveling to events.

Bio

Kyle is the cultivated person you'd look up to in all of your social groups. In college, Kyle was in Alpha Phi Alpha and majored in Sales & Marketing, he dressed in business casual to all of his classes and he was invited to all of the popular parties (even from people he didn't spend time with). Earning himself the "fresh" moniker, Kyle enjoys shopping for the latest shoes and sportswear. He likes having the best of the best, regardless of price - but he needs high-quality items to reflect his high-quality persona. On weekends, Kyle likes to let loose and play some games with the local community soccer league. During the soccer season, he, his soccer buddies and some work friends attend Chicago Fire games - and he is often expected to bring the beers! However, Kyle mostly attends networking events through his job and his frat - and they're sometimes informal (like barbecues, wine parties, etc.). He's well-traveled, cares about his personal fitness (at least, aesthetically) and enjoys being the center of attention.

Motivation




Brands & Influencers



Preferred Channels



CONTENT MAPPING PRE-PURCHASE

| Persona Name (Below) | Consideration | Evaluation | Decision |
|---|--|---|---|
|  | <ul style="list-style-type: none"> • Need a Cooler for a Party/Tailgating? (Article)-sponsored by buzzfeed | <ul style="list-style-type: none"> • Add your Favorite Sports Team Logo to a Cooler in 5 Easy Steps (Listicle) | <ul style="list-style-type: none"> • Phone consultation-Money Back Guarantee |
| <p>DOING <i>What channels are they using to solve their problem? Where are they getting information?</i></p> | <ul style="list-style-type: none"> • Talking to friends asking them for recommendations. • Visiting local stores to see what they carry. | <ul style="list-style-type: none"> • Reading online reviews. • Borrowing a cooler from a friend to use during a tailgate. | <ul style="list-style-type: none"> • Visiting the company website. |
| <p>THINKING <i>What thoughts are going through your customer's mind? How are they approaching this decision?</i></p> | <p>"What are some of the coolers on the market today?"</p> | <p>"I want a cooler that has what I want and things I didn't even think I needed"</p> | <p>"I cannot wait to use my new toy"</p> |
| <p>FEELING <i>How are they feeling? What emotions are they facing?</i></p> | <ul style="list-style-type: none"> • Open to suggestions. | <ul style="list-style-type: none"> • Interested in finding something he can maybe design. • Overwhelmed by choices. | <ul style="list-style-type: none"> • Eager to buy. |

CONTENT MAPPING POST-PURCHASE

| Persona Name (Below) | Validation | Advocacy | Loyalty |
|---|---|--|--|
|  | <ul style="list-style-type: none"> The Lot- The 3 fs to Make Your Tailgate the Talk of the Lot (podcast) | <ul style="list-style-type: none"> 3 Easy Must Have Cocktails to Make at Your Next Tailgate ; Sponsored by BuzzFeed (video) | <ul style="list-style-type: none"> Monthly Newsletter-Here Are Some Events in Your Area |
| <p>DOING <i>What channels are they using to solve their problem? Where are they getting information?</i></p> | <ul style="list-style-type: none"> Taking the cooler out for tailgating and other events. | <ul style="list-style-type: none"> Writing a review. | <ul style="list-style-type: none"> Referring his friends to the brand. |
| <p>THINKING <i>What thoughts are going through your customer's mind? How are they approaching this decision?</i></p> | <p>"I can't wait to use it during the tailgate"</p> | <p>"My friends and I really enjoy this cooler"</p> | <p>"I bought the best cooler and I am telling everybody about it"</p> |
| <p>FEELING <i>How are they feeling? What emotions are they facing?</i></p> | <ul style="list-style-type: none"> Excited to use his new toy. | <ul style="list-style-type: none"> Happy to have found a brand that he likes. | <ul style="list-style-type: none"> Content with his purchase and comfortable with making all future purchases with the brand. |

INFOGRAPHIC

ARE YOU USING THE RIGHT COOLER FOR YOU?




You love the outdoors and try to take advantage of every outdoor activity you can, when it is nice out. You often like to go to the beach and go camping.

1


You're always busy and need everything in your life to fit your active lifestyle. You often find yourself at sport games, on the lake, or at the pool with the kids.

2


You love to invite friends over and have outdoor BBQ's and bonfires. You often find yourself at tailgates and party's with friends.

3


You find yourself outside near the water often. You enjoy kayaking, fishing, and being on the water all day.

4

1 Trailmate Journey 70 Qt Cooler



70 Qt multi-purpose cooler. That works well with all-terrains and is portable for your on the go needs.

2 Sportsman Duffel



This waterproof cooler bag is portable for all your needs. It is made out of welded materials. It works hard so you can play hard.

3 Party Bar Liddup



125 Qt cooler that has LED light system to illuminate contents when darkness occurs. Helps guest find drinks quickly in dark settings.

4 Sportsman 40



40 Qt rotomold cooler that is virtually indestructible. Keeps everything cold all day long and is ultra-durable.



PODCAST

THE LOT

A weekly show devoted to making your tailgating experience a whole lot better.

We bring you stories, interviews and news from the world of sports, entertainment and food.

PODCAST OUTLINE

PODCAST TITLE: The Lot

DESCRIPTION: A weekly show devoted to making your tailgating experience a whole lot better. We bring you stories, interviews and news from the world of sports, entertainment and food.

Episode Number: 7

Episode Topics: We take a look at the formula for the best tailgate experience created with the three Fs: food, friends and fun.

Podcast Type:

- ◆ Expert Interview
- ◆ Answer Audience Question
- ◆ List or Roundup
- ◆ Multi-Host
- ◆ Panel Discussion

Guests: (if any) Ryan Alessio

Intro Monologue

Welcome back to The Lot, where we bring you stories, news and interviews from around the world of sports, entertainment and food. I am so excited to introduce our guest Ryan Alessio. He comes to us from sunny California, he is the founder of Tailgating Fan, a website dedicated to give you the best tailgating experience. He is here today to share his wisdom on what the formula to get the best tailgating experience.

Intro Music Jingle

Party Music: 12

Topic 1:

The perfect tailgate requires that you have the best food. How do you choose? A great combination of tasty meat, sides and drinks can level up any event to be the talk of the lot. This takes planning and before you head out to the game you must first make a list of food to bring. There is a myriad of foods associated with tailgating, but what are your favorite to bring?

Topic 2:

The best kind of company at a tailgate is the wanted kind. Not all tailgate friends are made equal. Yes there is some version of etiquette even in the lot. These rules apply to all who attend a tailgate and are designed to stop idiosyncrasy in the parking lot in their tracks, so that the fun of tailgating can continue without delay. Don't violate them, what are some things you would say are big No Nos when tailgating?

Topic 3:

The last but most important ingredient in this formula is Fun. There is no reason to be at a tailgate if you are not having fun. That's the whole point. This can range from parking lot games to music, good conversation, and more. How would you create a fun atmosphere at tailgate? What are some tips you could give our listeners?

Closing Remarks:

We would like to thank our guest Ryan Alessio from Tailgating Fan for joining us today to talk about the three Fs that make a successful tailgate. We are The Lot, if you would like to listen to past, present or future episodes you can find us on www.TheLot.com or if you are on the go you can download the Podbay app. This episode was directed by me your host Marsha Sanchez. Sound edited by Jeremy Bethke and cut by Erin Gergen. If you like us, please check out the podcast Game Day produced by the very talented Laurie Czerwinski.

Closing Music: Jingle

KYLE - ADVOCACY STAGE

SOCIAL MEDIA



Igloo Coolers

November 11 at 5:19pm · 🌐



Enter your name and email to win 2 Chicago Fire Game Tickets!!



WIN

Chicago Fire game tickets

sign up at

igloo.com/raffle



Like



Comment



Share

ADVOCACY STAGE



"I'm not the perfect mom, but I have to do everything myself."

Age: 37
 Work: Stay at home Mom, PT Mommy Blogger
 Family: Married, 3 kids
 Location: Broomfield, CO
 Character: Nurturer

Personality



- Educated
- Active
- Creative
- Penny-pincher
- Health Conscious
- Methodical
- Humorous
- Quick-tempered

Goals

- Balance her life as an active blogger and full-time mom successfully.
- Have a highly monetized blog that becomes the "talk of the town" in her community.
- Finally get a chance to hike at the Rocky Mountain Nat'l Park.
- Get her family to embrace a ketogenic diet (or at least stop giving her a hard time).

Frustrations

- Limited time to prepare food for each event in the meticulous way she'd like.
- Spending too much money on uneaten vegetables that get spoiled during trips.
- Her husband not actively helping her and the kids during community events or when she's away.

Bio

- Cheryl is a part-time blogger and full-time mom. She and her husband Mark have three rambunctious children who are all involved in cub scouts, tennis, volleyball and choir. Because they live in Colorado, they are also an active family - spending most of their time outdoors hiking on the weekends and engaging in community activities. Cheryl's blog is named, "Rocking Mom Jeans." She has a snarky sense of humor and uses her blog to vent and complain about her husband and family in a humorous way - Mark sometimes writes a guest post. For instance, on days when Cheryl is at a blogger's network event, Mark buys frozen pot pies from Target and microwaves them for a family dinner - ignoring the special ketogenic diet Cheryl has the family on. For community events or for her children's activities, Cheryl often takes the leadership role in providing beverages and snacks for everyone there - she likes the recognition.

Motivation




Brands & Influencers




Preferred Channels



CONTENT MAPPING PRE-PURCHASE

| Persona Name (Below) | Consideration | Evaluation | Decision |
|---|--|--|--|
|  | <ul style="list-style-type: none"> • Are you Using the Right Cooler for You (Infographic) | <ul style="list-style-type: none"> • Why Igloo is the Best Choice of Cooler for Busy Families? (Blog) | <ul style="list-style-type: none"> • Sign Up for Our Newsletter Today and Get 25% off (Social Media Post) |
| <p>DOING <i>What channels are they using to solve their problem? Where are they getting information?</i></p> | <ul style="list-style-type: none"> • Asking her network about their recommendations • Visiting target to see their selection | <ul style="list-style-type: none"> • Writing a blog about her search for a cooler, asking her followers • Reading reviews online | <ul style="list-style-type: none"> • Visiting brand website and their social media |
| <p>THINKING <i>What thoughts are going through your customer's mind? How are they approaching this decision?</i></p> | <p>"I wonder what coolers the other moms use"</p> | <p>"Do I need a big cooler or just something durable enough to bring on the go"</p> | <p>" Maybe now I can finally sit back and stop worrying about it"</p> |
| <p>FEELING <i>How are they feeling? What emotions are they facing?</i></p> | <ul style="list-style-type: none"> • Optimistic about finding a cooler that has everything her family needs | <ul style="list-style-type: none"> • Confident in her search and her network for referrals • determined | <ul style="list-style-type: none"> • Excited to finally make a purchase after all that searching |

CONTENT MAPPING POST-PURCHASE

| Persona Name (Below) | Validation | Advocacy | Loyalty |
|---|--|--|--|
|  | <ul style="list-style-type: none"> • Clean your cooler in 4 steps(video) • The best way to maintain coolers(blog) | <ul style="list-style-type: none"> • The best way to pack your cooler (video) • 5 Tips to Have the Best Family Road Trip (Blog Post) | <ul style="list-style-type: none"> • Weekly newsletters on fun family activities. • Compatible products for your cooler (pictures) |
| <p>DOING <i>What channels are they using to solve their problem? Where are they getting information?</i></p> | <ul style="list-style-type: none"> • Beginning to use the cooler right away, bringing it to sporting events, weekend road trips and family outings. | <ul style="list-style-type: none"> • Writing a blog about her experience and the decision she made. | <ul style="list-style-type: none"> • Refers her friends and network to the brand. |
| <p>THINKING <i>What thoughts are going through your customer's mind? How are they approaching this decision?</i></p> | <p>"I'm excited to finally use this thing, let's see if it's worth every penny "</p> | <p>" I love this cooler, it had everything I was looking for"</p> | <p>"This is the most important item that I take to every event"</p> |
| <p>FEELING <i>How are they feeling? What emotions are they facing?</i></p> | <ul style="list-style-type: none"> • Thrilled to finally get the product and begin using it on a day to day basis. | <ul style="list-style-type: none"> • Happy about her decision . | <ul style="list-style-type: none"> • Looking at different igloo products |



BLOG POST

CHERYL - DECISION STAGE

MEET THE ULTIMATE ICELESS COOLER FOR YOUR FAMILY ROADTRIP



Check out the first-rate specs of Igloo's 28-quart Iceless Thermoelectric Cooler

By: Zay Williams
November 14, 2017



Are you going on a family road trip this Summer? If you're travelling long distances, the last thing you'll want to do is stop every few hours to purchase ice for your cooler, or draining and cleaning after each use. Here's the answer to your problem: Igloo's™ Iceless Thermoelectric Cooler.

This cooler is the epitome of convenience for the busy parent. Our Iceless Thermoelectric cooler has no need of ice, and suits anyone looking to make an investment in a product that acts very much like a portable refrigerator. All you need to do is plug the cooler in for a few hours, let it cool, and then add the items you wish to keep cold.

Since this cooler is iceless, there is more room for food and drinks! Our cooler is also incredibly easy to carry - the ergonomic design features a curved back that clings to each person comfortably. When plugging the cooler into your vehicle, you can utilize our 8-foot long power cord into any 12V DC receptacle (also known as a cigarette lighter).

How does this technology work? We've installed a quiet motor (perfect for road trips) and fan into the cooler to circulate the coldest air. Our cooler cools to a nice (and icy!) 38 degrees below the temperature of your vehicle. It also features molded corner feet for added stability. What are you waiting for? Pick up this cooler today from your local Walmart, Target, or order online from Amazon.

Join our mailing list

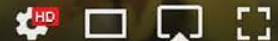
Email address

SUBSCRIBE

VIDEO

Your Guide to the Perfect Fall Family Picnic

▶ ▶▶ 🔊 0:01 / 1:03



CHERYLS - LOYALTY STAGE

SOCIAL MEDIA



Igloo Coolers
@iglooproducts



Giving back to the community gives you
back more than you give it

[#Thanksgiving](#) [#Community](#) [#Family](#)



LOYALTY STAGE

SOCIAL MEDIA



igloocoolers • Follow

igloocoolers The most popular day for picnics in the United States is the 4th of July holiday. In Italy, it is Easter Monday, while France sees its most picnickers on Bastille Day.

#Family #Fun #Adventure #Party



72 likes

3 DAYS AGO

Add a comment...



VALIDATION STAGE

Keywords



**Ad-words that
already exist:**

Igloo Cooler
Water Cooler
Ice Chest
Party Cooler

**Ad-words
we want:**

Family
Adventure
Roadtrip
Camping
Travel
Fun
Tailgate
Party
Sports



Format

CONTENT CALENDAR

| Janurary | Feburary | March | April | May | June |
|--|--|--|---|---|--|
| Resolutions | Passion | Think Green | For the Thrill | Identity | Summer |
| Eat Healthier Weekly Activities Family Getaways Different Ways To Excercise | Valentines SuperBowl | Spring St. Patricks Day Green Concious | Camping Hiking Traveling Climbing Skydiving Rock climbing | Mothers day Cinco de Mayo Memorial day | Water Park Music Festivals Camping Amusement Parks Family Picnic |
| A new year filled with new ideas, new expectations, new adventures and a new you. | Spending time with those you love or doing the things you love. | Enjoying the new life of spring, going out on nature walks, limiting your carbon footprint while also enjoying what nature has to offer. | Traveling around the US. Get out of your comfort zone. Seek adventure no matter who you are. | Much of who we are is due to our connection with our parents, our culture or our experiences. | List of things to do in the summer. What makes Summer one of the best seasons? |
| Everyone starts the new years with a new years resolution. Ask our audience what their new years reolution is and give them some ideas about what they can do to start their new year right. | People are passionate about things that are close to their hearts such as their loved ones, being die hard fans of their favorite sports team, their pets and their hobbies. Reach out to our audience and ask the question: What are you passionate about? What makes you a little crazy? | The begining of spring means new things to experience while also limiting your carbon footprint. Ask our audience to take a step outside and experience all life has to offer from new growth to new experiences and celebrations. | Many people forget that adventure can happen anywhere. Tell your audience to grab a friend and experience life differently with a little more thrill. | Have our audience cleberate the things that made them who they are today. | Summer is filled with water parks, family vacations, outdoor theatres, festivals and more. Spotify list: Schools out for SUMMER |

| July | August | September | October | November | December |
|--|---|---|--|--|---|
| Red, White & Blue | Back to School | Game On | Giving | Traditions | Christmas |
| Fourth of July | Things to do before school starts. Back to school supply list. Fresh start for parents. | Soccer Tennis Swimming Golf Football Hockey | Giving back to the community. Ways to give. Different forms of giving. | Traditions Giving thanks | Countdown Wish List |
| BBQs Fireworks Igloo History | Recreational activities School supply list | A new season of sports is upon us. Tips and tricks to sports season. Fun facts. | Volunteer opportunities in your area. How to give and when to give. | What are some traditions your families do during the holidays | Giving you want you want |
| Celebrate American-made and the history of the company and the USA, Igloo World Headquarters is a 1.4 million square foot facility located in Katy, Texas. | This is the last chance to soak up some rays before school starts. What do you want to go do! | Sports season is always filled with highs, lows and fun. Celebrate it with tips, tricks, facts and more about the world of sports. | Giving back to the community gives you back more than you give it | Every family has a ritual they do while together, who cuts the turkey? who has a famous recipe? Do you play football? We want to thank you for all your support. | We are making a list and checking it twice so that we get some good presents this year. |

CONTENT AUDIT

| Item # | Title | Details | Location | Persona(s) | Journey Stage | Type | Metrics | Keywords | Quality Score | Action |
|--------|---|--|----------------------|---------------------|---------------|--------------|------------------------|--|---------------|----------------------------------|
| 1 | When a day of fishing ends in sweet, sweet, victory – we'll drink to that! | 4 images of the catch of the day. End you day with a beer. | Instagram / facebook | Frank the Fishermen | Consideration | Hub | 72 likes | Igloo anywhere, Sportsman, Fishingtrip, Big catch, Gone Fishin, On The Water, Boating, Fishermen, Reel it in, Cheers, Cold drink | 99 | Maintain- |
| 2 | Fill up our insulated Party Bucket with fresh | Nothing says halloween like bobbing for apples. | Instagram | Cherly Goldbloom | Advocacy | Hub | 54 likes and 1 comment | Halloween ideas ,Igloo coolers,Party time,Party game,Happy halloween,Backyard fun,Trick or treat | 99 | Maintain- |
| 3 | To our family, friends, and neighbors affected by #HurricaneHarvey - you are not alone. We have committed to provide coolers to the @americanredcross to aid in relief in this time of need. We are #HoustonStrong ❤️ | Images of a water colored texas. With the words Houston underneath | Instagram | Tyler the texan | Advocacy | Hero | 62 likes | Texas, Hurrican harvey, Americanredcross | 99 | Maintain- |
| 4 | Hydration Day - Introducing the Logan Tumb | Hydration Day - Introducing t | Facebook | Kyle Parker and | Consideration | Hub Content | 1.1K Views, 50 | Logan Tumbler, Hydration Day | 99 | Maintain- |
| 5 | Game 7 Tonight! We're rooting for the homet | Game 7 Tonight! We're rootin | Facebook and I | Kyle Parker | Loyalty | Hero Content | 299 Views, 13 I | World Series, Houston Astros | 99 | Maintain- |
| 6 | Halloween Party Cooler Set Up | Image of drinks in cooler with | Facebook and I | Kyle Parker | Validation | Hub Content | 26 Likes and 1 | Halloween, Party Bar | 99 | Maintain- |
| 7 | The perfect Fall day – football, cold drinks an | Tailgating scene set up with | Facebook | Kyle Parker | Validation | Hub Content | 16 Likes and 2 | Tailgating | 99 | Maintain- |
| 8 | A day trip to one of our favorite National Parl | Raffle to win two JetBlue flig | Facebook and I | Kyler Parker | Loyalty | Hub Content | 23 Likes and 1 | Travel, Raffle, Las Vegas | 99 | Remove (after raffle is finished |
| 9 | Football season isn't always about what's hap | A Tailgate Cocktail You'll Wa | Facebook | Kyle Parker | Loyalty | Hero Content | 9 Likes | Tailgating, Football, Cocktails | 99 | Revise |
| 10 | Camping must-have: An Igloo cooler filled w | Coffee in cooler | Facebook and I | Kyle Parker and | Advocacy | Hub Content | 14 Likes, 67 Li | Coffee, Cooler, Camping | 99 | Maintain |
| 11 | When you realize those long summer days ha | How to Clean a Cooler / The | Facebook | Cheryl Goldbl | Validation | Help Content | 2 Likes | Clean, Cooler | 90 | Maintain |
| 12 | Products you need to enable your pursuit of h | History of Igloo coolers | Twitter | Kyle Parker and | Loyalty | Hub Content | 7 Retweets, 9 L | Cooler, Products, History, Igloo | 99 | Maintain |
| 13 | Daytripper Coolers are equipped with #wine | Features of Daytripper Cooler | Twitter | Cheryl Goldblo | Consideration | Hub Content | 2 Retweets, 13 | Cooler, Wine, Cheese | 99 | Maintain |
| 14 | Enter the #BigGameGiveaway 🎁 for a chanc | Raffle to win tickets, gear and | Twitter | Kyle Parker | Consideration | Hero Content | 4 Retweets, 13 | Football, Sports, Gear, Fun | 90 | Remove (after raffle is finished |

CHECKLIST



- Create content for specific personas
- Add one or two keywords to increase searchability
- Include an image
- Review copy for grammatical and spelling errors
- Pick an ideal time and period to publish
- Optimize social share language and images for all platforms
- Write a compelling meta description and title
- Assign Alt Text to any image inserts
- End with a call-to-action
- Include a direct and compelling post title

DISTRIBUTION

Facebook

Twitter

LinkedIn

Pinterest

Instagram

Newsletters

Influencers

Blogs

ANALYTICS



- 20% increase in social engagement in all social media platforms
- 25% increase on youtube social engagement
- Blog has gotten consistent traffic but we have fallen short of 1,000 unique subscribers . We have 800.

OPTIMIZATION

- Engage with audience by creating content that showcases their lifestyle
- Try different platforms such as : SNAPCHAT to engage with a younger audience
- Create content of relatable stories that our audience can connect with rather than just posed ads and videos



IGLOO

THANK YOU