

STRATEGIC OBJECTIVES

- Create pull-through for SG-20 at national retailers and stimulate online sales
- Increase SG-20's national presence through experiential product uses
- Develop and communicate a brand personality for SG-20
- Encourage sharing of SG-20 experiences
- Build relationships with outdoor writers

INDUSTRIES SERVED

- Hunting & Fishing

RESULTS



139
media placements



19,301,079
media impressions



New Product Publicity Drives Consumer Awareness

When brands launch new products, it's vital to have a strong go-to-market communications strategy to build brand awareness and generate third-party product reviews and endorsements. In 2013, Portavoce PR client Vettec launched a new product, SG-20, an adhesive that repairs outdoor gear such as boots and water-proof waders for fishing. The company turned to Portavoce PR to create a media strategy to generate brand awareness around its new product.

Portavoce PR began with an analysis of the target audience, which primarily consisted of hunters, fishermen and outdoor enthusiasts. The team discovered that these audiences look for products that are high-quality and durable, and are willing to invest in gear that lasts. Each year, these consumers spend approximately \$34.2 million on special hunting clothing, rubber boots, waders and foul weather gear. With this information in mind, the agency team worked quickly to develop public relations strategies and tactics to get in front of the target audiences before the following hunting season began.

Portavoce PR created a product publicity campaign just in time for the annual

waterfowl hunting season. In order to generate product awareness and get the product into the hands in real-world users, the Portavoce PR team implemented a product review program with outdoor journalists and national hunting and fishing media outlets. The team also initiated a media relations campaign that targeted outdoor and hunting media, daily newspapers and outdoor broadcast media outlets. Portavoce PR identified industry trade shows for Vettec to attend and secured one-on-one demonstrations with journalists at these events. In addition, Portavoce PR created alliances with regional outdoor writers associations to keep the product top-of-mind with journalists around the country.

The program aimed to motivate hunters to "prepare and repair" their gear before the hunting season.

Throughout the campaign, the team secured 139 media placements that generated 19,301,079 impressions. In addition to organic media relations, Portavoce PR utilized syndicated media networks to generate 528 placements in local newspapers across the U.S. Altogether, the program generated more than 23 million media impressions.

Portavoce PR achieved the following results for the brand:

- Created pull-through demand of SG-20 at national brick-and-mortar retailers and increased online sales, and secured in relationships with new retailers
- Increased SG-20's brand awareness nationwide through experiential product uses
- Expanded SG-20's social media presence via media coverage by driving audiences to the brand's social channels
- Built strong relationships with outdoor writers, resulting in strategic, high-value media placements

"Portavoce PR played a critical role in launching our product, SG-20, in the outdoor retail industry. We went from having no brand visibility to selling in top retail chains nationwide and having our product featured in popular hunting and fishing publications. We could not have grown our brand awareness without Portavoce PRs finely-tuned skills."

- Jessica Williams, marketing projects manager, SG-20

COVERAGE EXAMPLES

the buzz on the flyfishing biz

Angling[®]

TRADE

Prepare and Repair Gear SG-20

A new repair adhesive called SG-20 can keep seasonal gear in good repair and address any unexpected damage on the water. SG-20 sets in minutes and creates a watertight



seal on GORE-TEX, neoprene, canvas, polyurethane and an assortment of many other materials within one hour. So when an angler experiences an unexpected tear or puncture, waders, shoes, vests and more can be repaired quicker than with other sealants. With SG-20, simply dry off the torn or punctured material, apply the adhesive and let it dry. Within an hour the gear is usable again, keeping air, dirt and debris out. Repairs with SG-20 have been shown to be incredibly durable, lasting five or more years in the field. Retail is \$20 per kit.

INSIDE INSIDE THE PRODUCT ISSUE

OUTDOOR LIFE

Fish Alaska

MAGAZINE



SG-20 OUTDOOR ADHESIVE
MSRP: \$19.99
www.sg-20.com

We used this product in 2013 and can state with certainty it's a must-have for all Alaskan outdoor enthusiasts. The adhesive works on neoprene, canvas wadders, Frogg Toggs rainwear, Muckboots, other boots and wading shoes and basically any other clean and dry surface, when in need of a durable, water-resistant repair.



PORTAVOCE
PUBLIC RELATIONS

Portavoce@PortavocePR.com
www.PortavocePR.com
760-814-8194

Connect with Portavoce

