

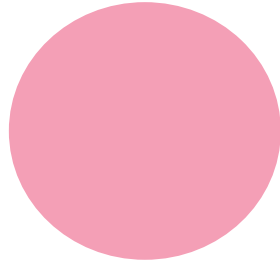


# RTIC Outdoors Research Report

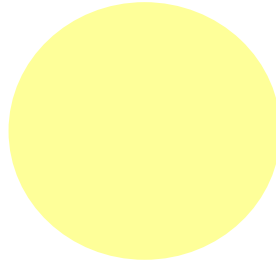
April 2021



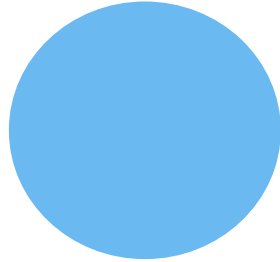
# Our Team & Agenda



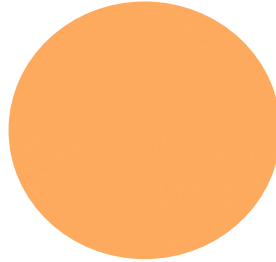
**Kylie  
Warrington**



**Madison  
Obregon**



**Amanda  
Ventura**



**Ariana  
Hensley**

We aimed to analyze and identify how RTIC outdoors could improve their communications and products in a way that would increase recognition, loyalty, and overall presence.

We did this though conducting a situation analysis, as well as conducting two focus groups to gain insight into consumer attitudes.

Though analysis of our research, we learned many ways in which RTIC outdoors can improve its communication and broaden its consumer base.

# Situation Analysis

## CLIENT ANALYSIS

### CONSUMER

- ▶ Traditional demographic shifting from white outdoorsmen to college students and families
- ▶ Common themes in wants and needs of consumers is durability

### CONVENIENCE

- ▶ RTIC products are sold on its website, Amazon, and in one retail store in Houston, TX
- ▶ Most consumers purchase directly off of RTIC's website

### COST

- ▶ In comparison to competitors RTIC products are relatively inexpensive
- ▶ RTIC emphasizes this with its slogan "Overbuilt. Not overpriced."

### COMMUNICATION

- ▶ 279,000 Instagram followers + active social media presence
- ▶ Advertising presence is significantly lower than social media presence

# Competitor Analysis

Brand	Consumer	Cost	Convenience	Communication
<b>Yeti Coolers</b>	<ul style="list-style-type: none"><li>-<b>Status symbol</b></li><li>-Looking for durable equipment</li><li>-Extensive list of coolers sizes</li></ul>	<ul style="list-style-type: none"><li>-Relatively <b>high cost</b></li></ul>	<ul style="list-style-type: none"><li>-Available for sale through many different retailers</li><li>-Eight storefronts</li><li>-Website</li></ul>	<ul style="list-style-type: none"><li>-<b>Large following</b> on social media platforms</li><li>-Podcast, #BUILTFORTHEWILD</li></ul>
<b>Igloo Coolers</b>	<ul style="list-style-type: none"><li>- <b>Collaborations</b> with different brands</li><li>-Sense of <b>nostalgia</b> for many consumers</li><li>-Playmate</li></ul>	<ul style="list-style-type: none"><li>-Great <b>flexibility</b> in what style of cooler they want and what they would like to spend</li></ul>	<ul style="list-style-type: none"><li>-Select products can be purchased in many large retail chains</li><li>-Website</li></ul>	<ul style="list-style-type: none"><li>-Collaborations bring exposure to brand</li><li>-Relies heavily on <b>tradition and long-standing brand presence</b></li></ul>
<b>Orca Coolers</b>	<ul style="list-style-type: none"><li>-Partnerships with many sports leagues</li><li>-Variety of <b>color options</b></li></ul>	<ul style="list-style-type: none"><li>-<b>High price point</b></li></ul>	<ul style="list-style-type: none"><li>-Found in many small retailers</li><li>-Bought online through their website, or through other websites</li></ul>	<ul style="list-style-type: none"><li>-Does not place a heavy emphasis on advertising</li><li>-<b>Word-of-mouth exposure and their internet presence</b></li></ul>

# Situation Analysis

# CONSUMER ANALYSIS

## DEMOGRAPHICS

According to RTIC's website, target demographics are guided to:

- ▶ Caucasian individuals
- ▶ White-collar, suburban

**Target audience:**

- ▶ Individuals 18-24



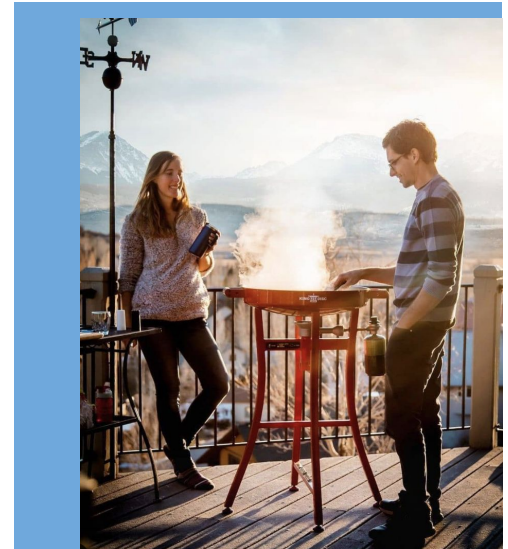
## PSYCHOGRAPHICS

**Lifestyle Target Audience:**

- ▶ Individuals that are active, into sports, and enjoy the outdoors

**Weakness:**

- ▶ Mainly caucasian individuals represented on RTIC's social medias



# Situation Analysis

## INDUSTRY ANALYSIS

RTIC Drinkware ranges from \$10.99-\$44.99 in price. According to a 2020 Spring MRI Report, 19,129,000 adults spent \$1-\$49 on camping equipment in the last 12 months.



**The amount of adults who purchased products that fall under RTIC's line is an opportunity. There is clearly a need and want for these products.**

# SWOT Analysis

## STRENGTHS

- Lower prices
- Custom bulk orders
- Durable
- Actively posting on Instagram

## WEAKNESSES

- Narrow Demographics
- No large/variety of ad campaigns
- Small social media following
- No creative angle
- Not all reachable stores hold products



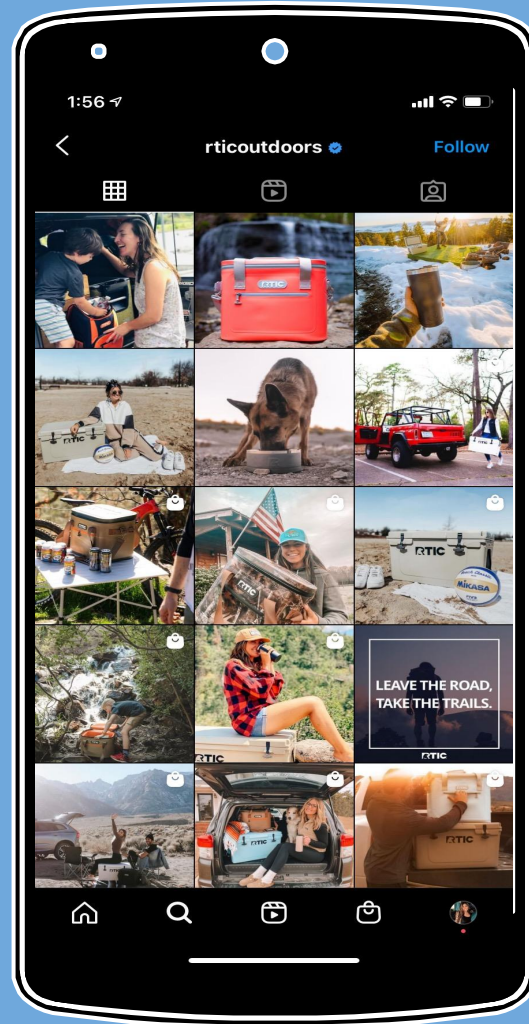
- Product line expansion
- Market to broader audiences
- Expand social media presence

## OPPORTUNITIES

- Competitor following + partnerships
- RTIC limited line
- Consumer loyalty with other brands

## THREATS

# Instagram





# Problem Statements

**#1**

RTIC does not appeal to a broad audience.

**#2**

They have no distinguishing features that differentiate them from other cooler brands.

**#3**

RTIC lacks a strong marketing strategy.

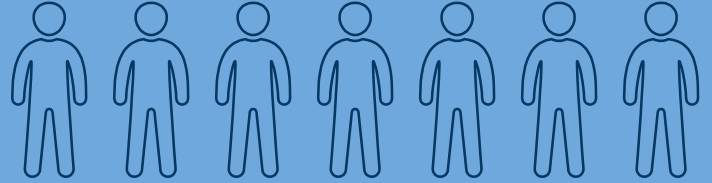
# Our Goal

Through qualitative research methods, we aim to gauge participants' interest in coolers and analyze their brand loyalty in order to find ways to build and expand RTIC's brand. We hope to improve RTIC's consumer base and overall appeal through qualitative research methods.

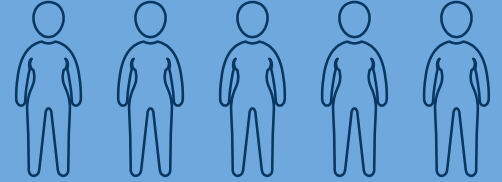
# Methods

- ▶ We conducted two focus group interviews to gain insight regarding consumer attitudes
- ▶ Participants were able to generate new ideas based off of what others were saying
- ▶ We utilized both **purposive and snowball sampling** techniques for our research
- ▶ Purposive sampling was ideal because we wanted to find individuals that participated in activities that utilized coolers so they had some understanding of the topic.
- ▶ Snowball sampling was then also used to recruit more participants from the TCU community.
- ▶ Our sampling methods are non-probability

7 Male  
Participants



5 Female  
Participants



**18-22**  
years old

**Focus Group Info and  
Demographics**

# The Results

## Key Findings

### Familiarity

- Many participants were not familiar with RTIC
- Lack of social media and in-store presence
- Yeti brand loyalty

### Convenience

- Convenience is a top priority for consumers
- Participants are willing to spend more the cooler aligns with their needs
- Aesthetics are a priority

### Stereotypes

- Typical consumer: Middle-aged white outdoorsmen
- Mass media representation
- Base for comparison

# The Results

## Detailed Findings

### Objective #1

**Objective #1: To understand consumers awareness of RTIC's coolers and gauge consumer's understanding of the cooler market.**

- ▶ Not many participants were familiar with RTIC in the way they were familiar with YETI, Orca, and Igloo

**When we say cooler, what is the first thing that comes to mind?**

- ▶ "I think of Yeti. That's a cooler I see a lot of."
- ▶ "Yeah I don't think I've seen a lot of cooler ads."

### Objective #2

**Objective #2: To gain insight about the consumer's cooler preferences and marketing strategies that are successful to them.**

- ▶ Many participants preferred Yeti coolers and could not recall seeing RTIC advertised on social media
- ▶ "I would want to see more cooler ads that show individuals using them in other ways rather than just hunting, fishing, or typical outdoor activities."

# The Results

## Detailed Findings

### Objective #3

**Objective #3: Understanding the public's already established idea of the typical cooler consumer.**

- ▶ When asked to describe the typical consumer participants described a middle-aged, white outdoorsman

**What do you think is the typical consumer for coolers?**

- ▶ White
- ▶ Hunter or outdoorsmen
- ▶ Older, maybe middle-aged

**Colors associated with coolers:**

- ▶ "Camo colors"
- ▶ Tan, green, beige, brown
- ▶ Red



# Consumer Insights

## Advertisements

Individuals from FGI had lack of knowledge of RTIC and were unaware of any advertisements of coolers.

- Release ads on multiple platforms
- Incorporate other types of individuals doing a variety of activities in ads

## Appearance

Individuals from FGI suggested multiple ideas to set the appearance of RTIC coolers regarding what they would like to see.

- Patterns
- More colors than standard red, blue, green, black, white

## Use/Typical Consumer

Individuals from FGI gave insight on what they would personally use a cooler for and what they view the typical consumer would identify as.

- Outdoor activities
- Sporting and tailgating events (huge gatherings)
- On a hot day

# Consumer Insights

## Would You Purchase?

Out of 6 individuals from FGI, on a scale from 1 to 5 a majority of them were mid range on interest in purchasing a cooler.

## Currently own a cooler?

Out of 6 individuals from FGI, only half of them owned a cooler which were used for activities such as sports. Only a few had a favorite brand of cooler which were RTIC's competitors.





# Recommendations

## RECOMMENDATION #1

Create social media and ad presence online through relevant celebrity endorsements.

### Influencer Endorsement Suggestion #1:

#### *Chip and Joanna Gaines*

- The Gaines' have cultivated a brand that is synonymous with family and the home.
- Families and couples have many cooler needs, it would be useful to demonstrate them on social media and advertisements.
- Massive social media followings, having 5 million and 13.1 million followers respectively.



### Influencer Endorsement Suggestion #2:

#### *BFF Podcast (Josh Richards, Dave Portnoy, Brianna LaPaglia)*

- Appeal to a younger audience.
- The BFF podcast and its hosts promote the carefree young adult attitude.
- The young adult age range that would be using coolers for tailgating, lake days, and everything in between.
- 11,175,000 followers on Instagram between the three of them. Looking at their TikTik accounts, the trio has over 27,544,400 followers combined.



# Recommendations

## RECOMMENDATION #2

Make a point to advertise and feature varying color coolers and sizes on the website, social media, and advertisements.



## RECOMMENDATION #3

Feature a diverse cast of individuals on social media and advertisements.





# Conclusion

Overall we believe our research has aided our goal of identifying how RTIC outdoors could improve their communications and products in a way that would increase recognition, loyalty, and overall presence.

Additionally, the overall findings aim to benefit future potential advertisements, on multiple platforms, specific to RTIC Outdoors in order to broaden their pool of consumers.