

SÖLACE

ADVENTURE
YOUR WORLD, UNBOUND.

Daniel Duggan, Jack Tomlinson, JM
Murphy, Sophie Greenfield

MEET THE TEAM



Daniel Duggan

Entrepreneurship at UM

Passionate about faith,
growth, and health



Jack Tomlinson

Marketing & Business
Analytics at UM

Enjoys being outdoors and
traveling



JM Murphy

PR & Marketing at UM

Dedicated to running and
staying active



Sophie Greenfield

Finance & Entrepreneurship
at UM

Loves adventure, sports,
and new experiences

OVERVIEW

- **Campaign:** A 6-month integrated digital, traditional, and social media blitz.
- **Product:** The official introduction of the SŌLACE 28HCS: Adventure Edition.
 - Functionality Focus + Quality
- **Activation:** A large-scale experience involving a partnership with Bass Pro Shops and professional athlete.
- **Hook:** We are bridging the gap between elite craftsmanship and the high-energy lifestyle of the modern professional.



WHY?



Consumer Shift

There is a burgeoning market of younger professionals (late 20s to early 40s) with disposable income who enjoy boating.

Value Evolution

Futhermore, these consumers value unique, high-octane experiences over simple possessions.

Penetration

While SŌLACE has traditionally been reserved for older, wealthier consumers, the 28HCS: Adventure Edition provides premium access at a lower price point without losing brand prestige.



THE PROBLEM

How can we appeal to younger consumers?

Market Gap

The current premium boating sector is significantly skewed for older audiences, leaving younger professionals under-served.

Story-Telling

Current SŌLACE media and marketing focuses on the boats. With this campaign, we're shifting to what you can DO with these boats.

Opportunity

There is an open market sector ready to capture younger audiences who want an elevated, effortless, and luminous brand that fits their lifestyle and can give them the experiences they want.

SOLUTION

SŌLACE HCS28: ADVENTURE EDITION



- **Makes boating accessible for a younger audience**
-

- **Offers a premium boating experience at a newly affordable price**

A Powerful Speed Boat

TARGET AUDIENCE

SŌLACE HCS28: ADVENTURE EDITION

Who:

- Younger professionals (late 20s - early 40s) with disposable income. Likely working & living near the ocean.

Ideal Customer:

- All-American couples (20-40s) with young children living near the ocean with disposable income.

What do they care about?

- The SŌLACE ADVENTURE customer lives for adventure, family time, and quality experiences.
- Experience over possessions



A Powerful Speed Boat

TRADITIONAL MEDIA

Platforms

- Local South Florida lifestyle magazines
- Local South Florida News Outlets (print & live segments)
- Ads in South Florida Boating magazines, real estate magazines, South Florida Business Journal, and lifestyle magazines and newspapers

Messages

- Messages oriented around the new excitement that SŌLACE 28HCS: Adventure Edition brings with lower price
- Messages surrounding affordability and access
- Boating as a new narrative: young, exciting, accessible. A New age in boating.
- Lifestyle, family oriented, experience driven

Tactics

- Partner with local outlets to establish sense of community and position SŌLACE 28HCS: Adventure Edition as a new *necessity* to upper echelon young professional life
- Thrilling and adventure seeking language and tone to promote new mood around boating: youthful, exciting, now, and a new element of your life

DIGITAL/SOCIAL MEDIA

Platforms

- Website: new landing page on main SŌLACE website highlighting the 28HCS: Adventure Edition
- Online presence on all news outlets with traditional media stories
- Social Media: LinkedIn, Instagram, TikTok, YouTube

Messages

- All messages are lifestyle oriented or informative (see how you can live and get the details before you commit)
- Sell lifestyle: Visuals-focused (images & videos) + client testimonial
- All messages promote excitement, fast-paced short-form content, exciting music, happy people, action oriented
- YouTube content for info: boat specs, financing, 8 minute+ content for the realist to make decisions

Tactics

- All images and video sell the lifestyle: drone footage, families on boats, community being built and maintained *because of* the boat
- Short-form content to spark interest and emulate adventure, long-form content on YouTube and featured on websites to inform prospective buyer

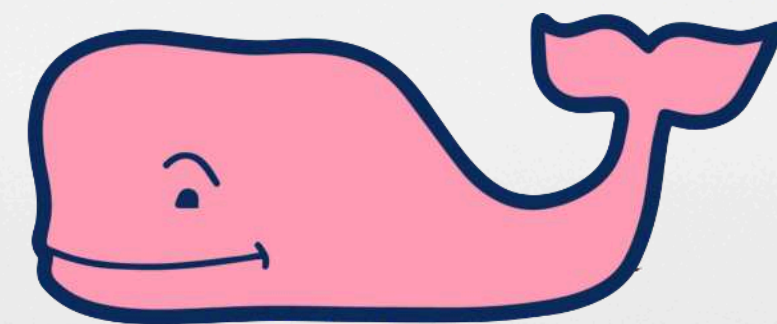
PARTNERSHIP: VINEYARD VINES

SŌLACE HCS28:
ADVENTURE EDITION

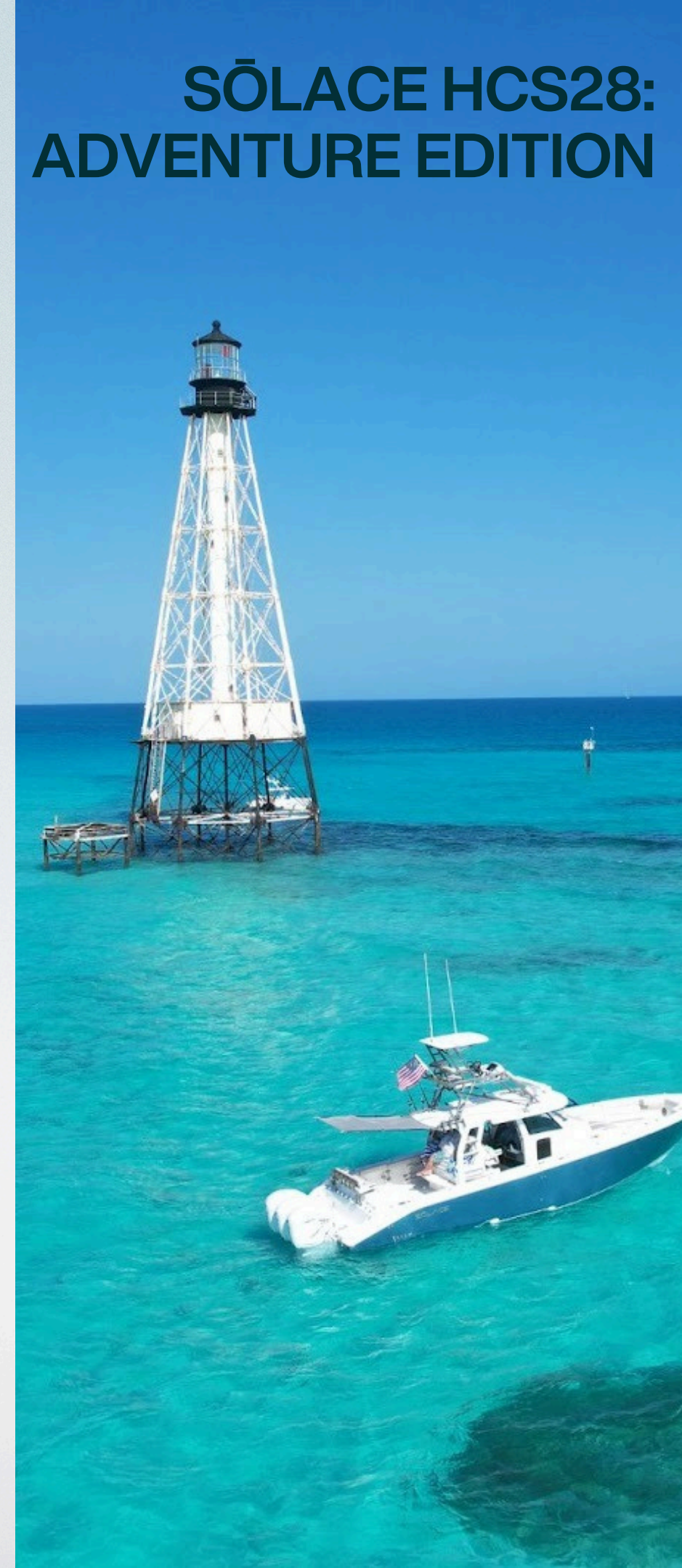
Exclusive collaboration with Vineyard Vines

- Vineyard Vines X SŌLACE HCS28 Adventure Edition collaboration allows *anyone* to purchase a slice of adventure
- This collaboration not only increases the areas wherein the SŌLACE excitement can be present in your life, it also opens up the doors for anyone to be a part of this awesome community
- Featuring clothing, accessories, and boat necessities (coolers, tumblers, hats, sunglasses, key fobs, etc.)
- Further establishes our SŌLACE community.

The new SŌLACE customer wants community, now you can wear it



vineyard vines



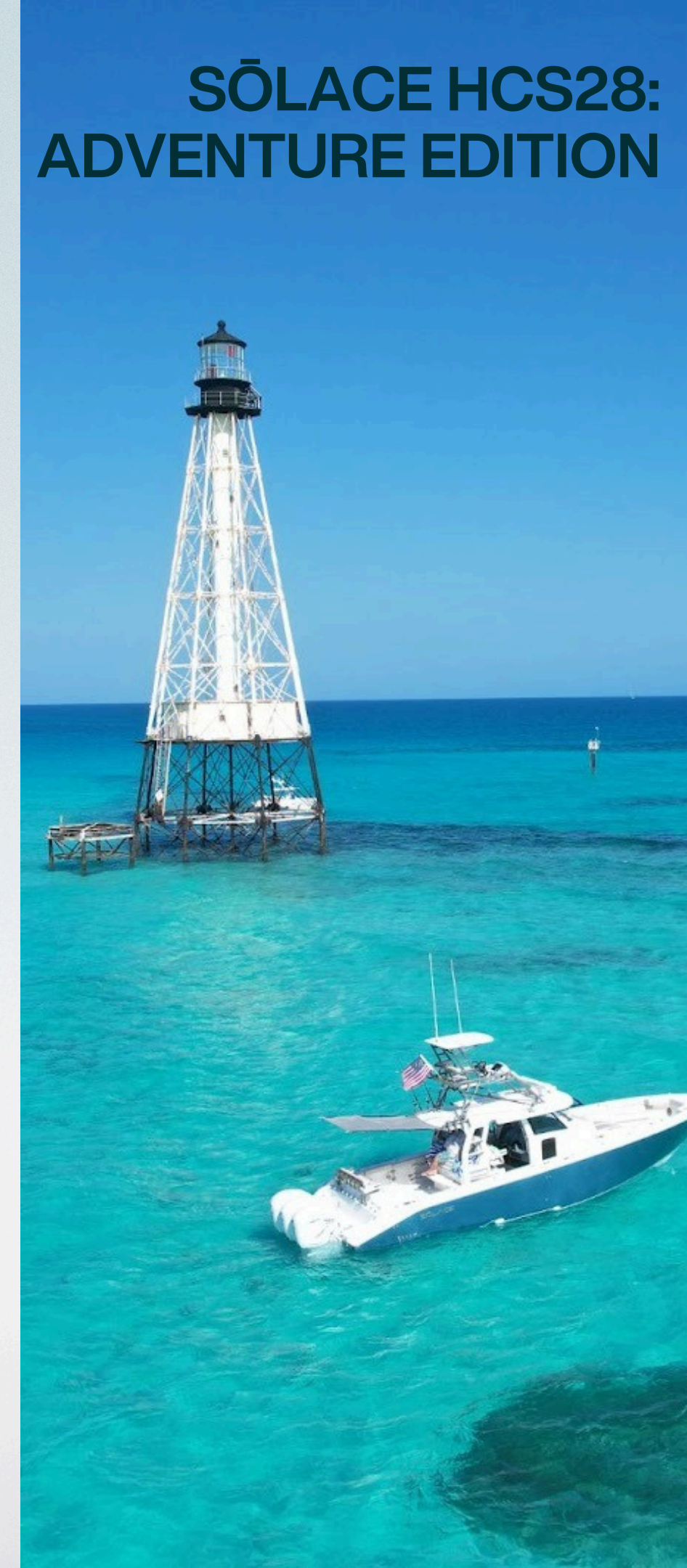
PARTNERSHIP: BROOKS KOEPKA

SÖLACE HCS28:
ADVENTURE EDITION

The face of SÖLACE HCS28: Adventure Edition? A South Florida-born championed Golf Pro.

- Brooks Koepka, born in West Palm Beach, is a true representation of the new SÖLACE buyer: All-American, golfer, family man
- Our collaboration with Brooks will open up his fans to the world of boating. These younger fans may not think they are eligible to be boaters quite yet, but Brooks will prove them wrong
- Brooks will be featured in digital and social media with his partnership announced over IG Reels and TikTok. Brooks' content will be mainly lifestyle based, avoiding the semantics of financing or boat specs. Brooks will act as the face of SÖLACE for up to 1 year after product release.

With a huge presence in boating for years now, Brooks and SÖLACE just makes sense.

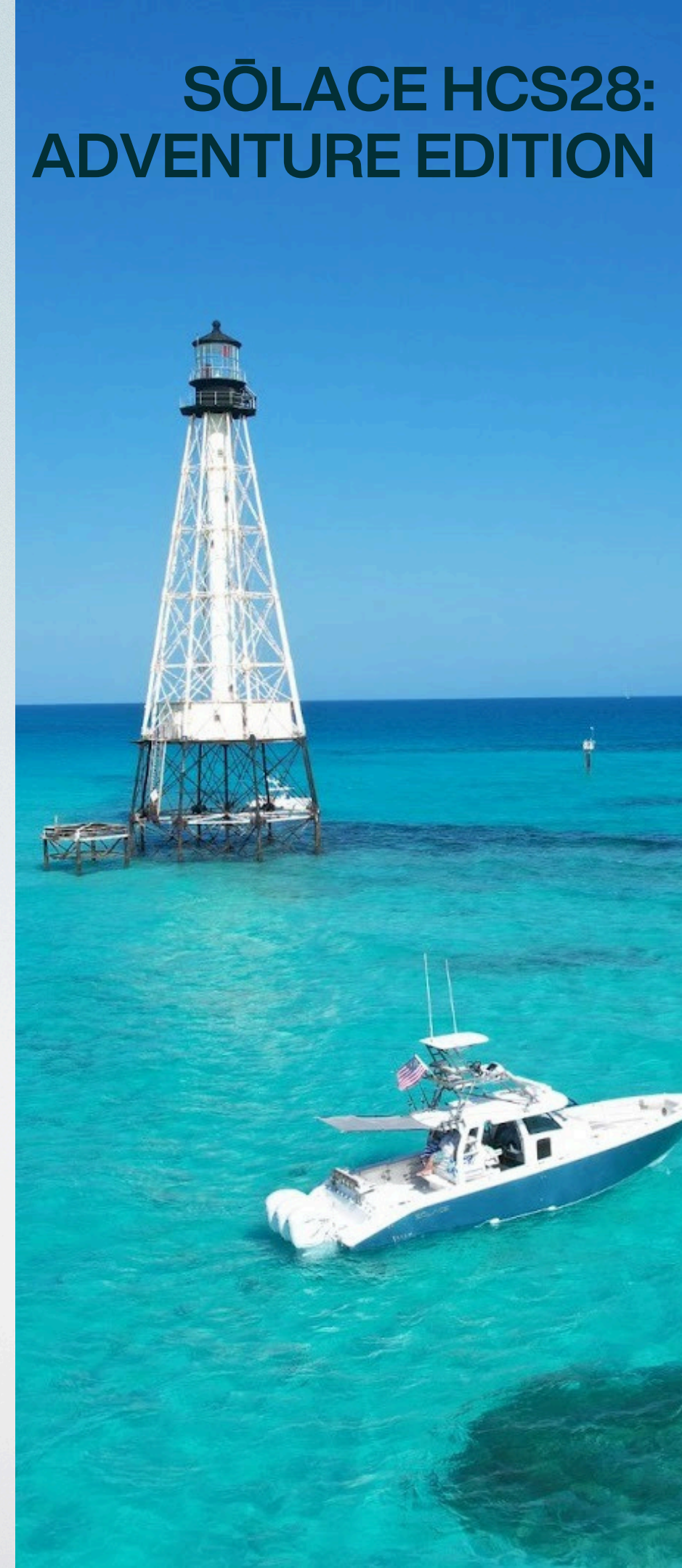


ACTIVATION: BASS PRO SHOPS

SŌLACE HCS28:
ADVENTURE EDITION

Product Launch. Product Test. All in Islamorada.

- One of Bass Pro Shops' most unique locations lies right here in South Florida. Bass Pro Shops Islamorada location is a boaters dream
- Featuring boats, boat slips, fishing gear, and an on-water restaurant, Bass Pro Shops Islamorada and SŌLACE is the perfect pair
- The activation will include SŌLACE branding specific to the new HCS28: Adventure Edition
- Acting as the official product launch, customers will be taken out on cruises on one of the 4 Adventure Edition boats present at the launch
- The event will feature food, drinks, branding, and the ability to ride with one of our official SŌLACE expert drivers on the boat



WHO ELSE IS DOING THIS?

Competitive analysis

Valhalla Boatworks

Positioned as premium fishing boat with a luxury brand background. Owned by a luxury brand that moved downmarket to create an affordable boat with a luxury feel



Everglades Boats

Brand recognition and history. Positioned fishing boats as both functional and family oriented. Emphasis on structural strength and safety.

The logo for Everglades features the word "Everglades" in a bold, blue, sans-serif font, with a registered trademark symbol (®) to the upper right of the word.



COMPETITIVE EDGE

What makes SŌLACE stand out?

Affordability

Our emphasis is surrounded around affordability. With a comfortable price point, SŌLACE brings accessibility to luxury boating.

Premium Experience

SŌLACE combines fishing and adventure with luxury. With a focus on experience, we ensure that all customers are *still* met with luxury at our new Adventure Edition price point

Boat for All

The HCS28: Adventure Edition is the boat for all. It's luxury. It's fishing. It's family. It's affordable. It's experience.

It's all for you.

An aerial photograph of a white speedboat moving across the deep blue ocean, leaving a white wake. In the background, a coastline with palm trees and a pier is visible under a clear sky.

SÖLACE

ADVENTURE

COMING SOON

YOUR WORLD, UNBOUND.