

HUGE

Hello

Boat lovers.

MLA Conference.

April 24, 2017

Fun fact.



1. About.
2. The challenge.
3. The opportunity.
4. Inspiration.
5. Summary.

Agenda.

About.

About Huge.



We grow businesses
by making things people love.



Walmart 

ExxonMobil



Coca-Cola

verizon^v



Morgan Stanley

Capital One

Nestlé

enel

FCA
FIAT CHRYSLER AUTOMOBILES

LOWE'S

Google

PERFETTI
van Melle




THOMSON REUTERS

KOHL'S



P&G

TimeWarner




Pernod Ricard

hulu[™]

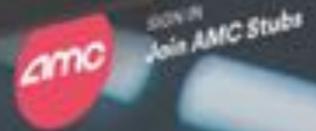


ThermoFisher
SCIENTIFIC

One of our favorite questions.



How do we expand our
customer base to new
audiences?



Rogue One

Join the rebellion in IMAX, Dolby and RealD 3D.

Get Tickets

Play Trailer

A Rebellion

The All New AMCTheatres.com

Rogue One

Join the rebellion in IMAX, Dolby and RealD 3D.

Get Tickets

Play Trailer

Select Seats

Rogue One
AMC EMPIRE 25 | FRI, DEC 29 | 7:00PM

	A5	A6	A7	A8
	B5	B6	B7	B8
	C5	C6		
	D5	D6	D7	D8
	E5	E6		
	F5	F6	F7	F8

UNAVAILABLE AVAILABLE SELECTED
 WHEELCHAIR COMPANION

Select Ticket Type 4:23

Rogue One
AMC EMPIRE 25 | FRI, DEC 29 | 7:00PM | 2 SEATS

0 OF 2 SEATS ASSIGNED
Please select attendees:

2 Adult
\$12.50

Child
Age 2-12
\$7.50

Senior
Age 60+
\$11.50

For orders of 30 or more, or orders containing more than 10 of each ticket type, please visit our [Group Policy](#).

The All New **AMCTheatres.com**

Select Ticket Type 4:23

Rogue One
AMC EMPIRE 25 | FRI, DEC 29 | 7:00PM | 2 SEATS

Premiere Benefits

- ✓ Free popcorn upgrades
- ✓ Waived convenience fees
- ✓ Member pricing

[Renew Now](#)

Contact Info

johndoe@gmail.com

[Not You? Sign In or Create an Account](#)

Payment Info

*1570 Exp. 11/19



Showtimes

FILTER BY

AMC Empire 25

Fri, Dec 16

Rogue One

Premium Offerings



Rogue One

1HR 33MIN | NR | IMAX DOLBY REALD 3D



Dolby ULTIMATE SCREEN

Reserved Seating

Wheelchair Accessible

Recliners

Closed Caption

11:30am

1:30pm

4:30pm

8:00pm

9:30pm

10:45pm

11:30pm

IMAX

I LOVE MOVIES, IMAX MOVIES

Reserved Seating

Wheelchair Accessible

Recliners

Closed Caption

12:30pm

3:15pm

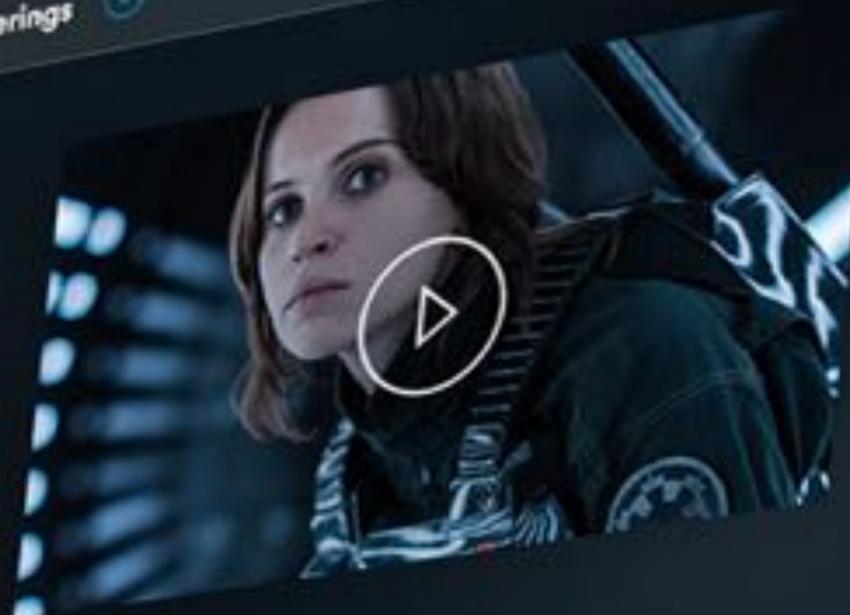
4:30pm

5:20pm

6:30pm

ALMOST FULL

ALMOST FULL



A rebellion built on hope.

In a time of conflict, a group of unlikely heroes band together on a mission to steal the plans to the Death Star, the Empire's ultimate weapon of destruction. This key event in the Star Wars timeline brings ...

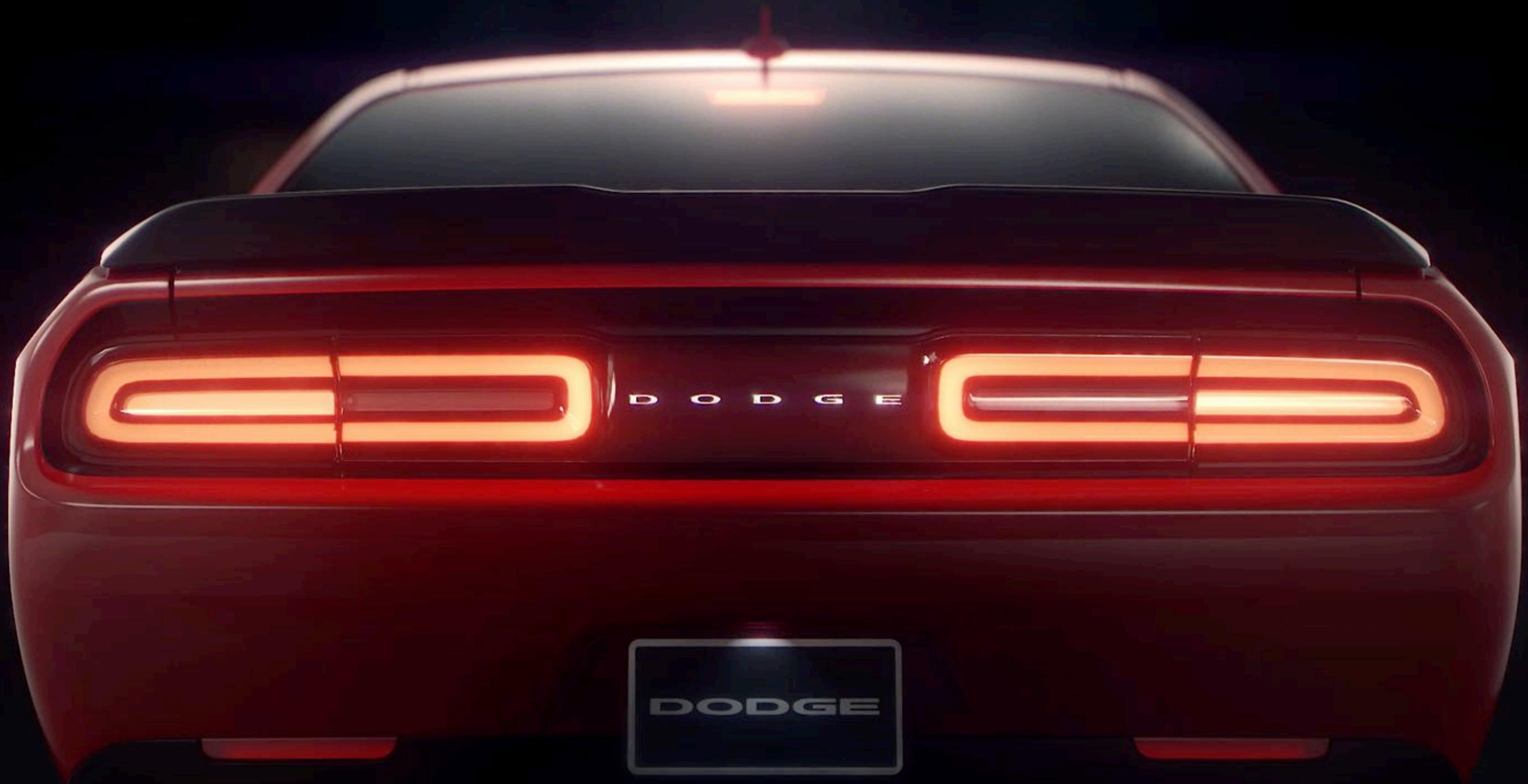


90% Tomatometer



89% Audience Score

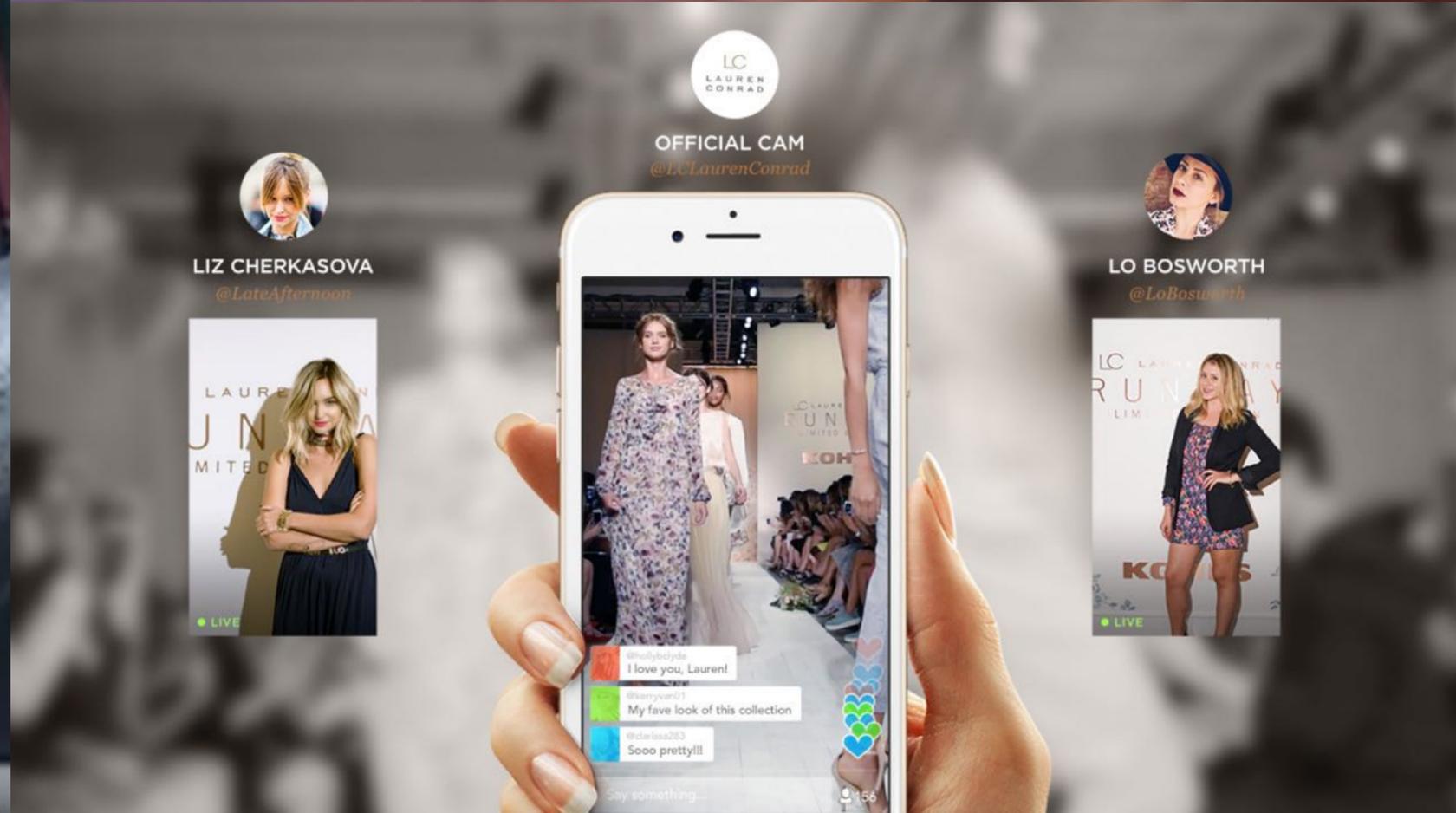




D O D G E

DODGE

KOHL'S





To open roads.





The challenge.

The essence of this talk.



How do we find new
customers for boats?

What I'm going to share with you today.



My initial thoughts on the challenge.

(I don't pretend to have all the answers.)

Learnings and ideas from other industries/research.

Examples of other brands that were facing similar challenges to the marine sector.

What I'm going to share with you today.



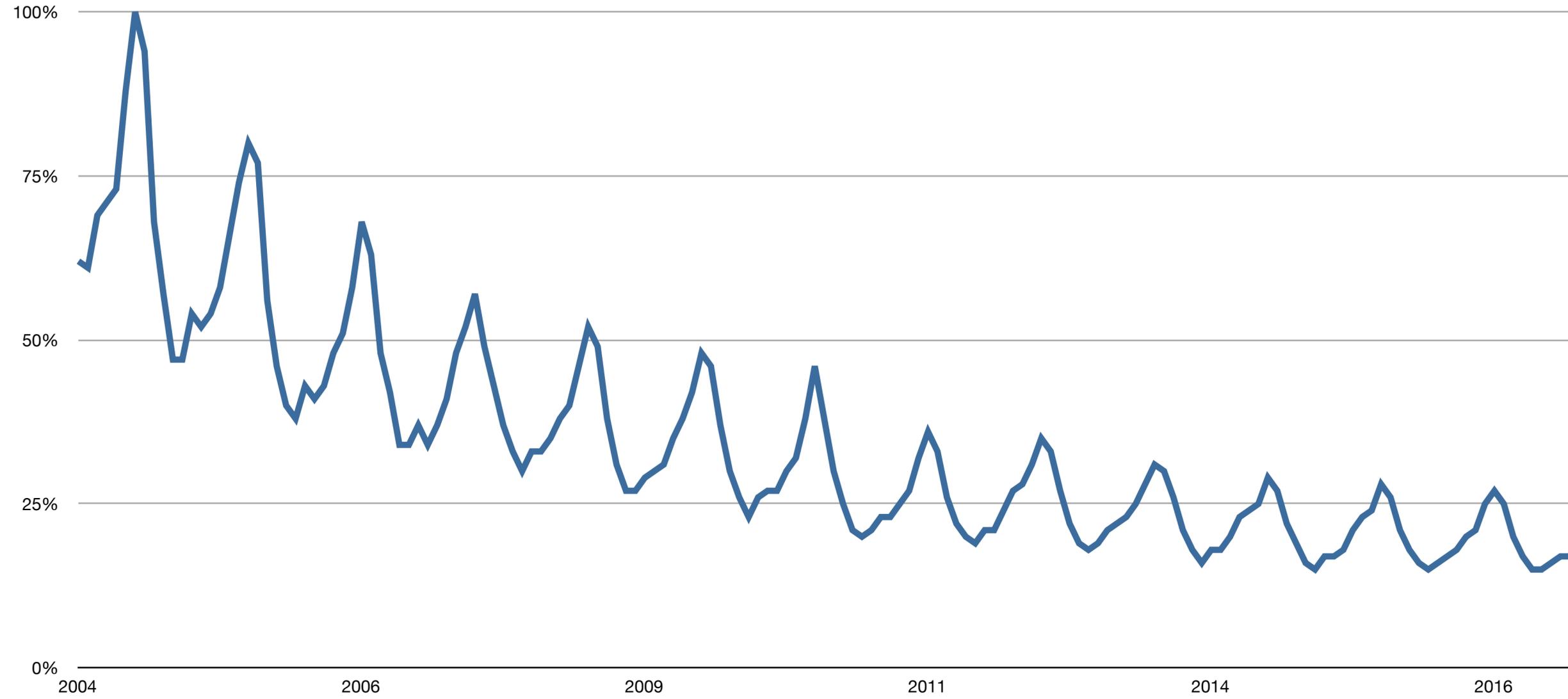
Hopefully some of this will feel
fresh, useful and interesting to you.

The challenge.



Let's get started.

A pretty graph.



Power, motor and sailboating.



powerboats for sale



performance boats for sale by owner

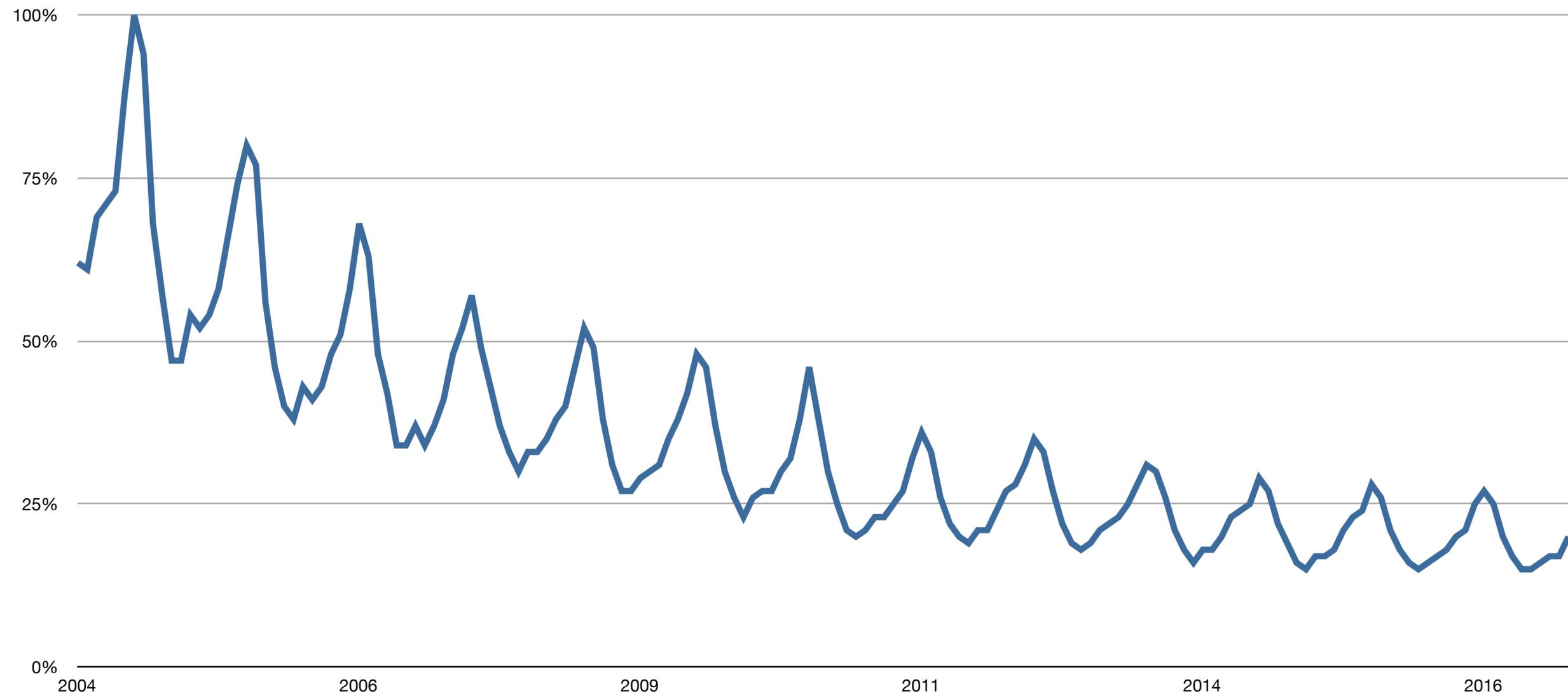
power boats for sale by owner

power boats brands

sea ray power boats

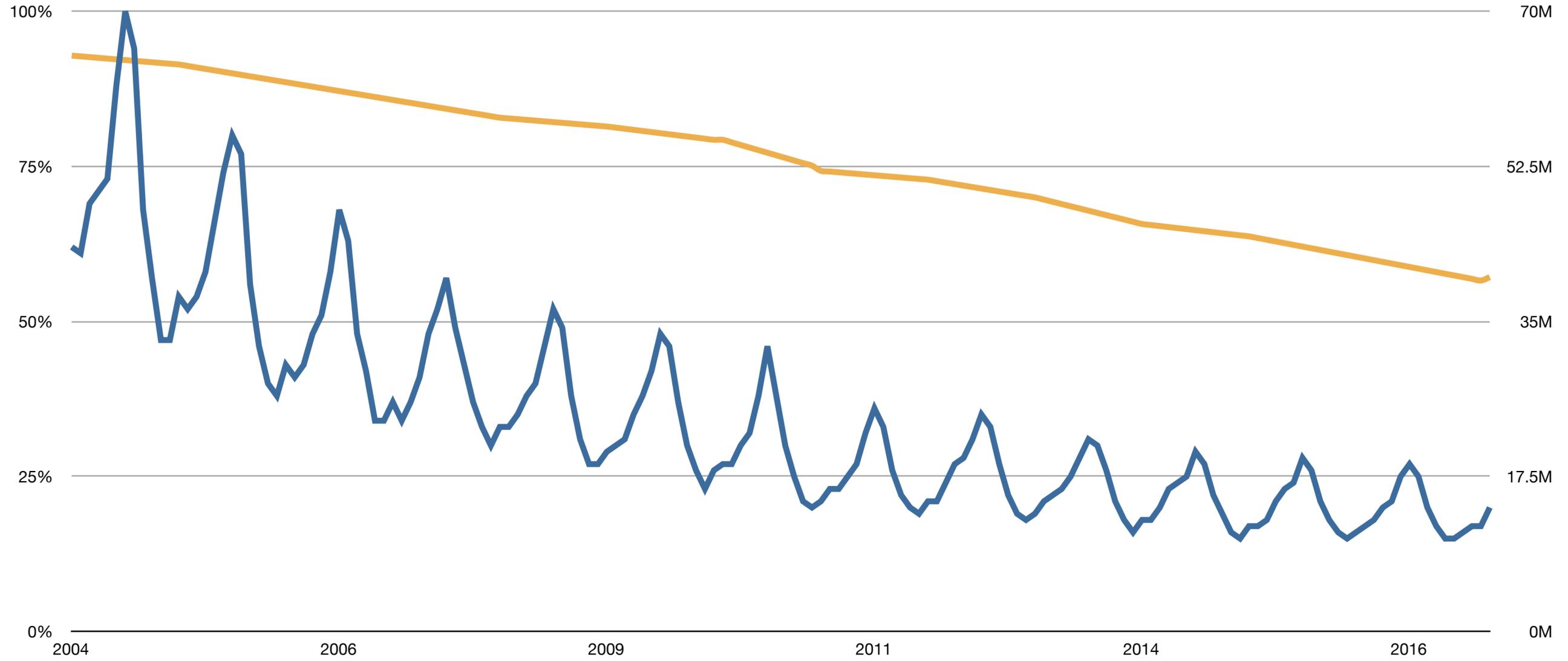
“intent”

Boat related Google search volume.



— Boat related Google searches

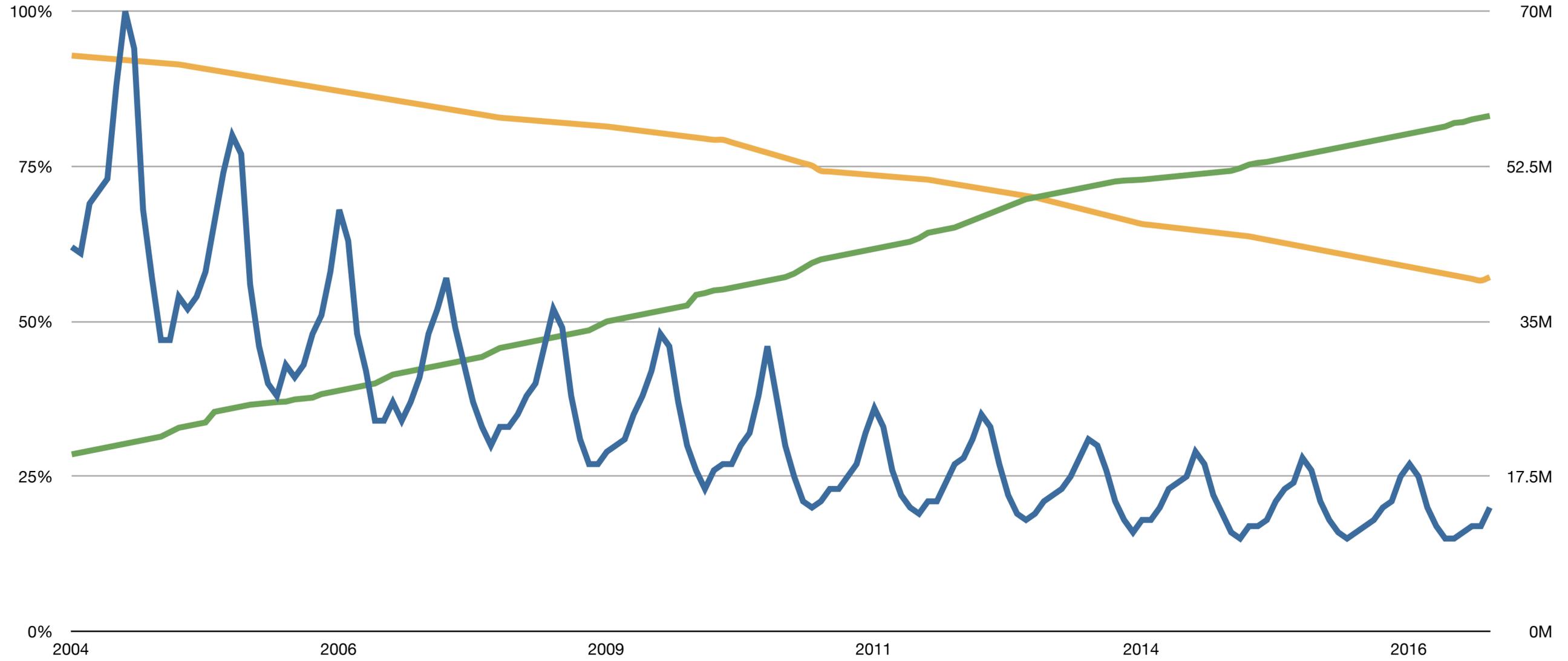
Boating intent VS Labor force.



— Boat related Google searches

— Boomers (1946 & 64)

Boating intent VS Labor force.

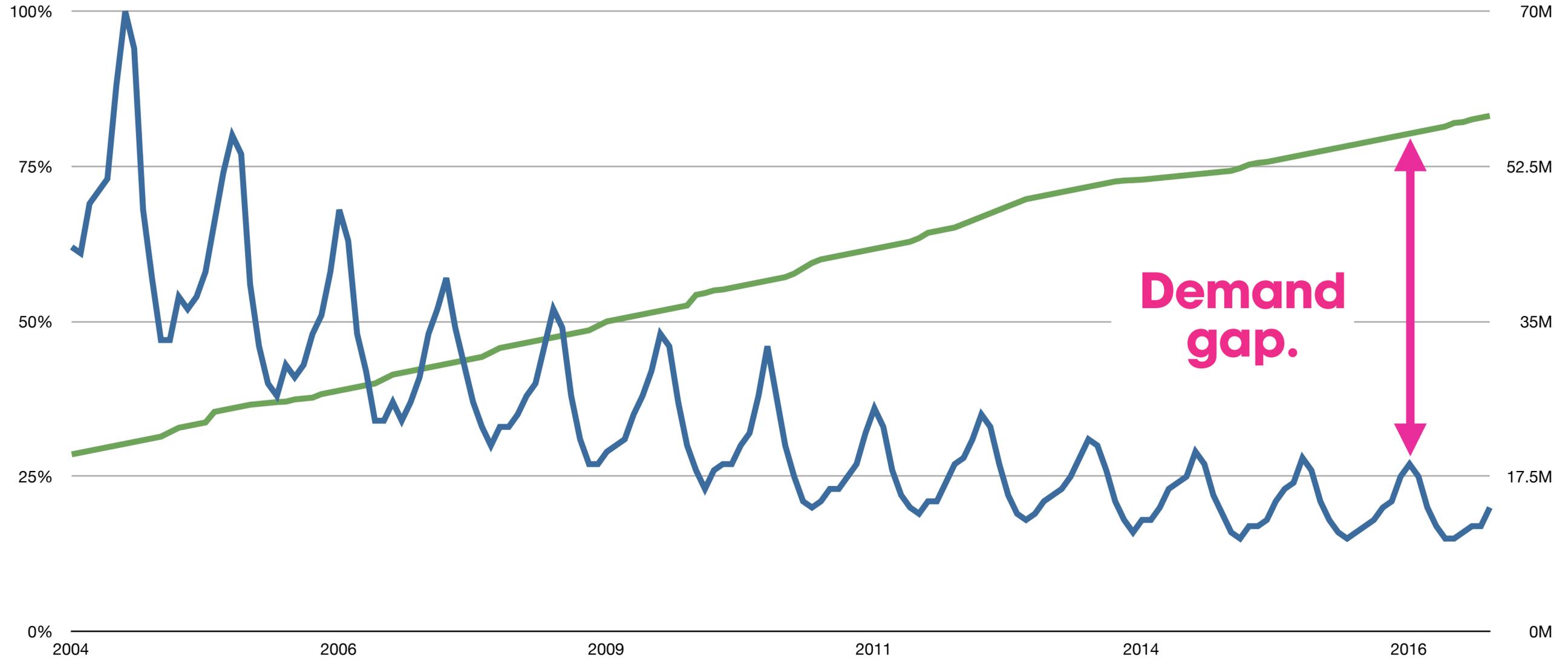


Boat related Google searches

Boomers (1946 & 64)

Millennials (1981 & 97)

The demand gap.



— Boat related Google searches

— Millennials (1981 & 97)

The demand gap.

“What I have seen is a kind of changing of the guard. We have a lot of customers passing away or reaching an age where they are getting out of boating.”

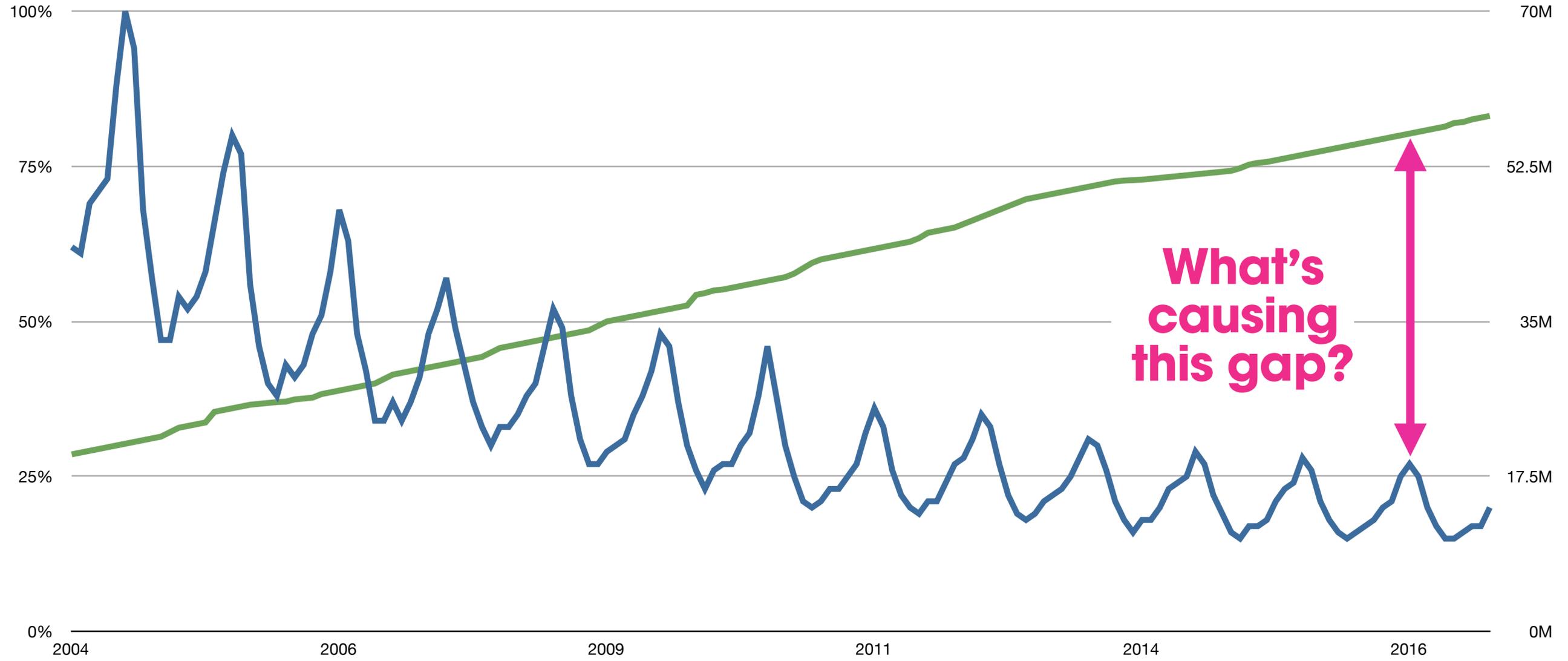
“368 slips are 82 percent full. As more older boaters stop going out on the water, there are fewer from younger generations taking their place.”

“Despite the positive signs, Boating Industry reported that a decline in entry-level boaters remains an issue for the industry in 2016, which is reflected in the continuing decline in sales in the ‘runabout,’ or small motorboat, market.”

“There are just not as many new boaters coming into the industry than those going out.”

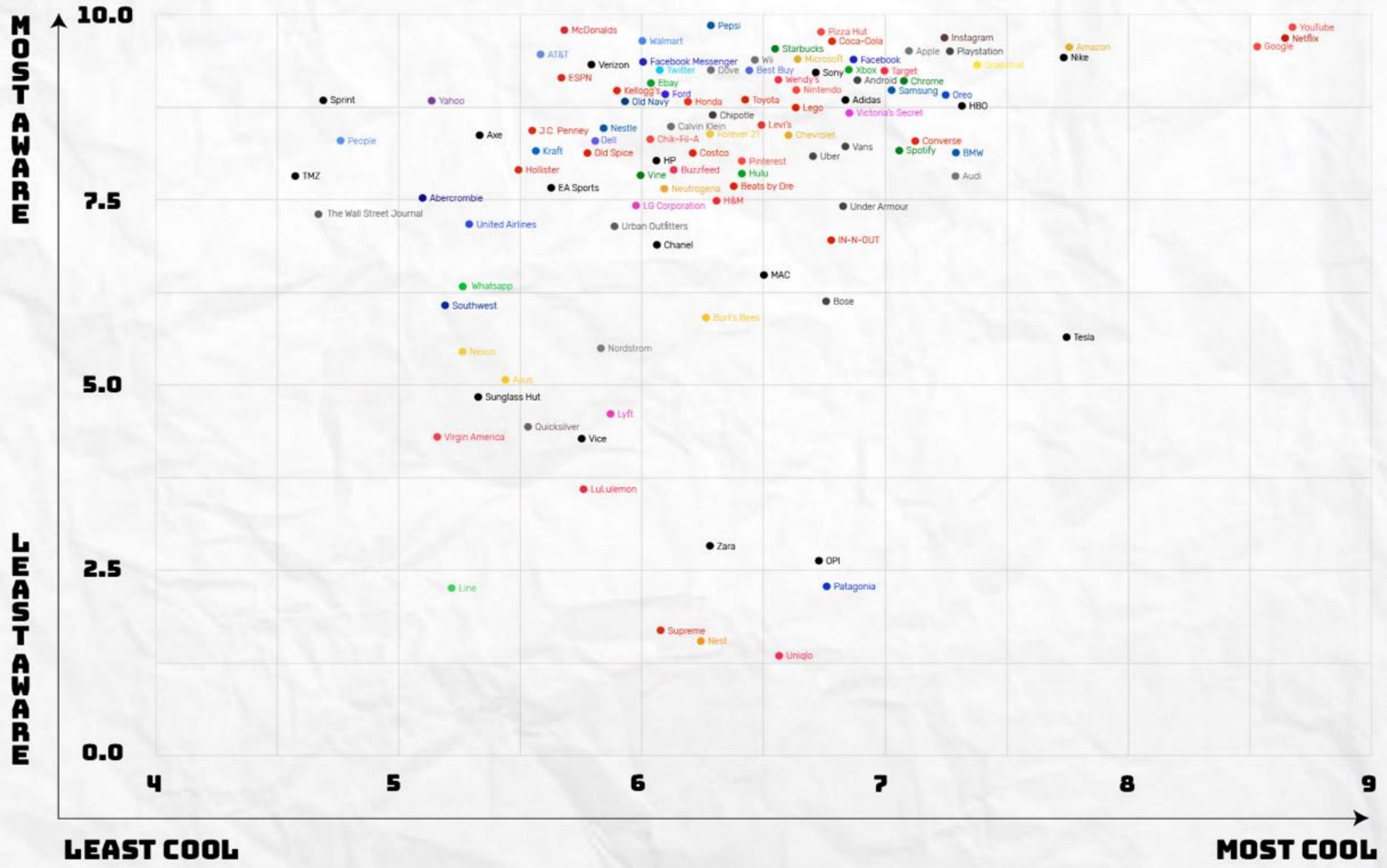
**The Millennial
opportunity.**

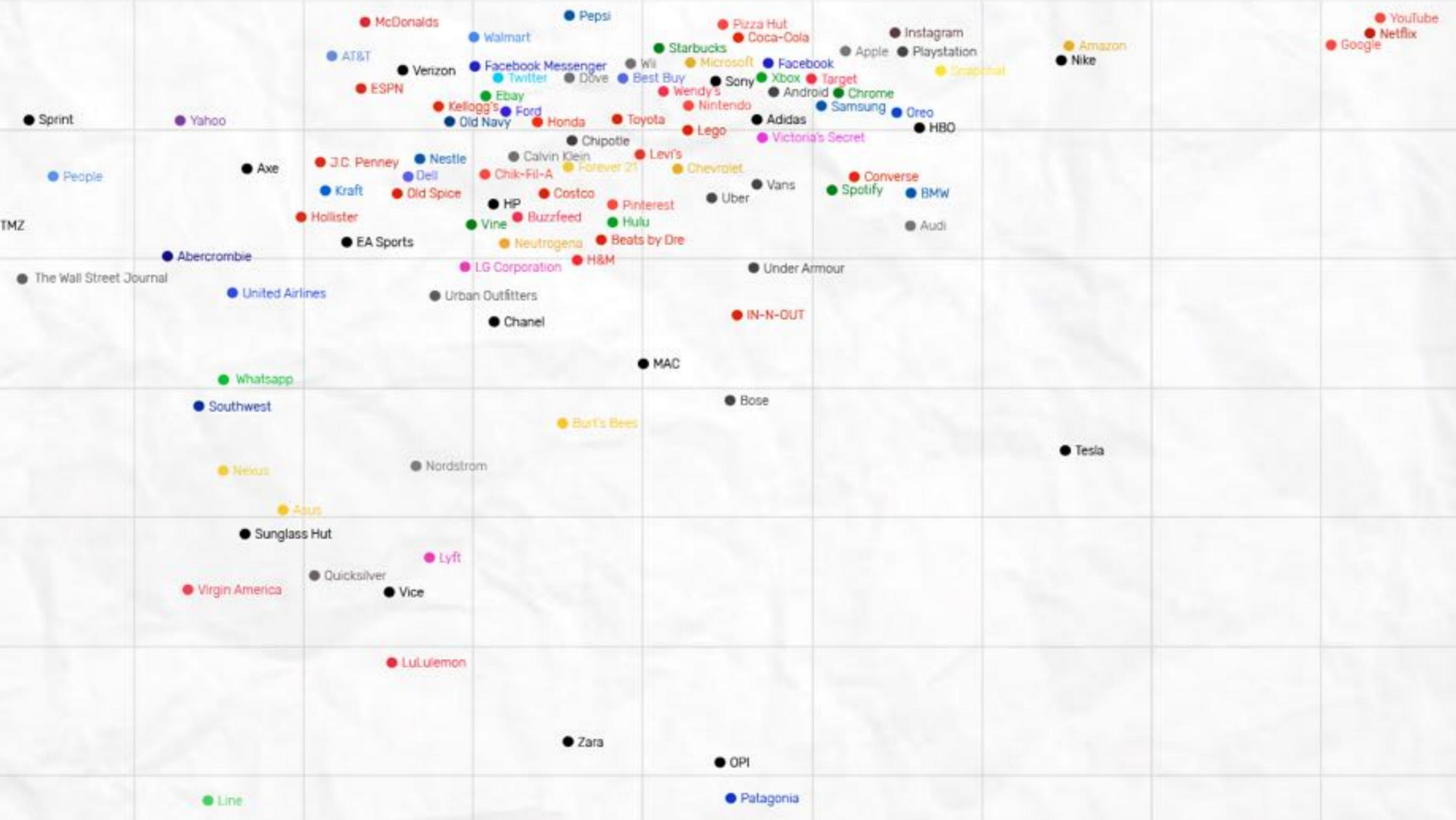
The demand gap.

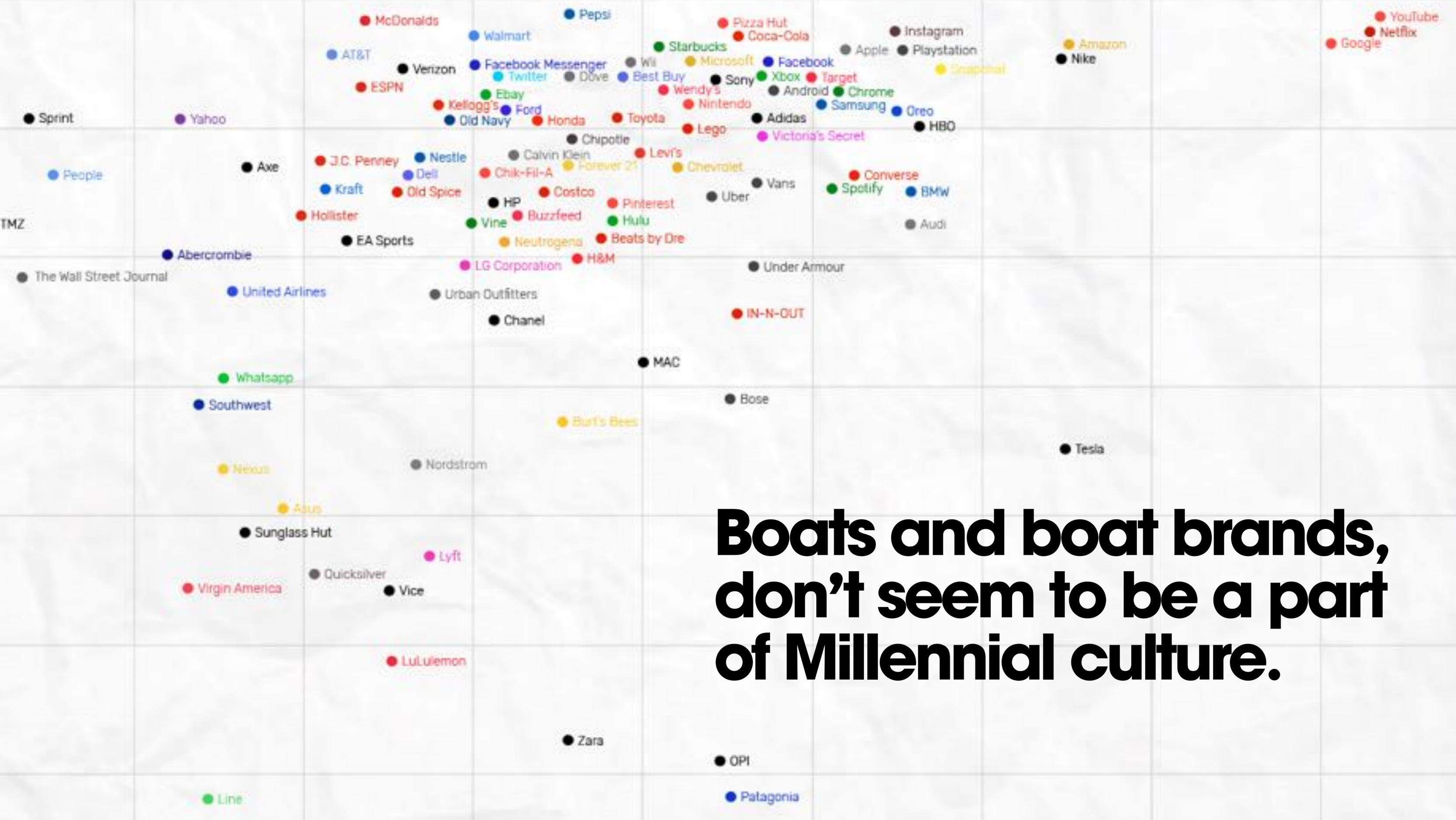


— Boat related Google searches

— Millennials (1981 & 97)







Boats and boat brands, don't seem to be a part of Millennial culture.

Many possible reasons.

Cultural transference.



Boat culture isn't being transferred from father to son (or daughter).

Status is changing.



The american dream - yesterday



The american dream - today



The notion of status has changed dramatically for Millennials.

Signs of change.



But change is coming...

Signs of change.



Finances.

Signs of change.



Millennials make up the fastest growing segment of car buyers, and are beginning to switch to bigger models, such as SUVs.

Source: Autotrader.

Signs of change.



As their lives and their careers begin to mature, they are more able to afford the things that they want and need.

Signs of change.



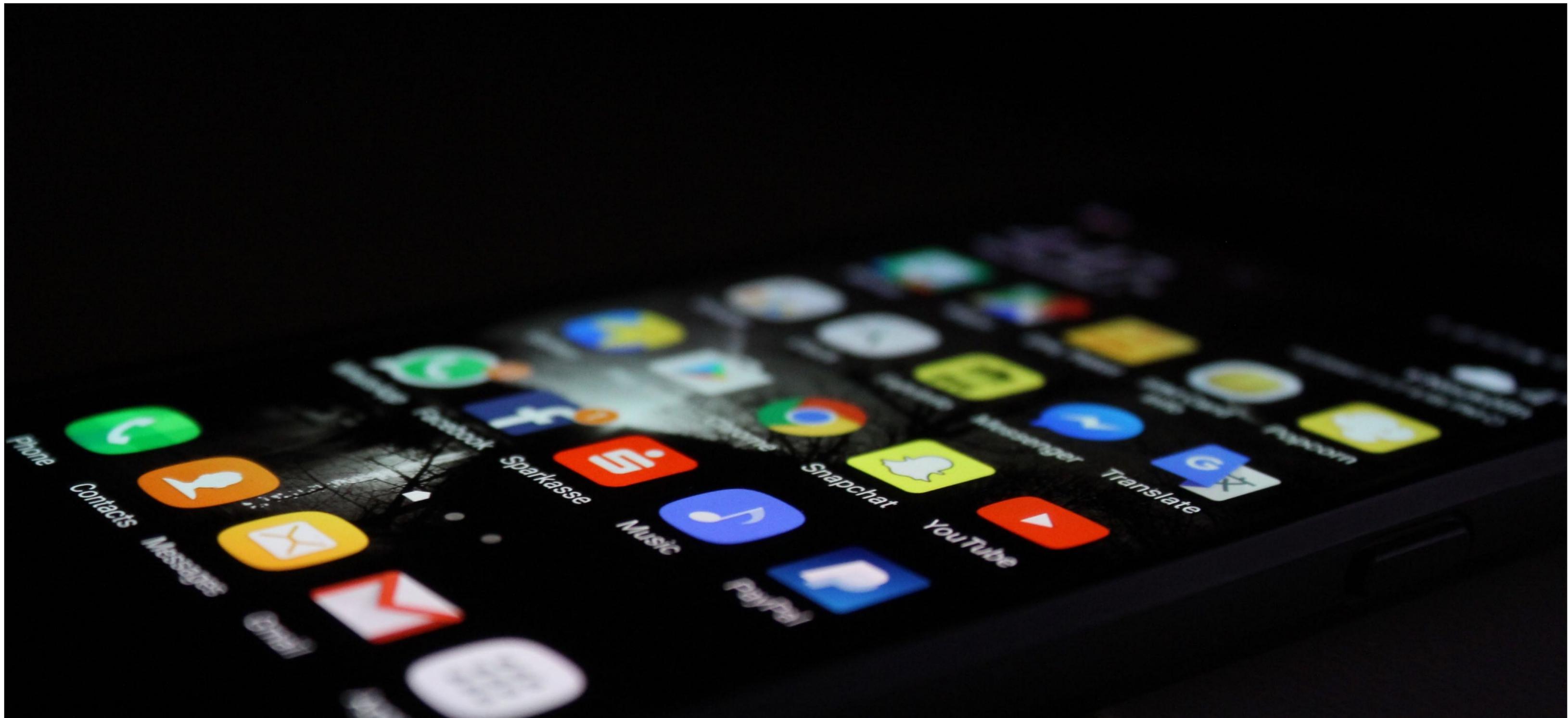
Culture.



Acceleration.



Impermanence.



Distractions.



Non-stop celebration of superficiality.

Non. Stop.

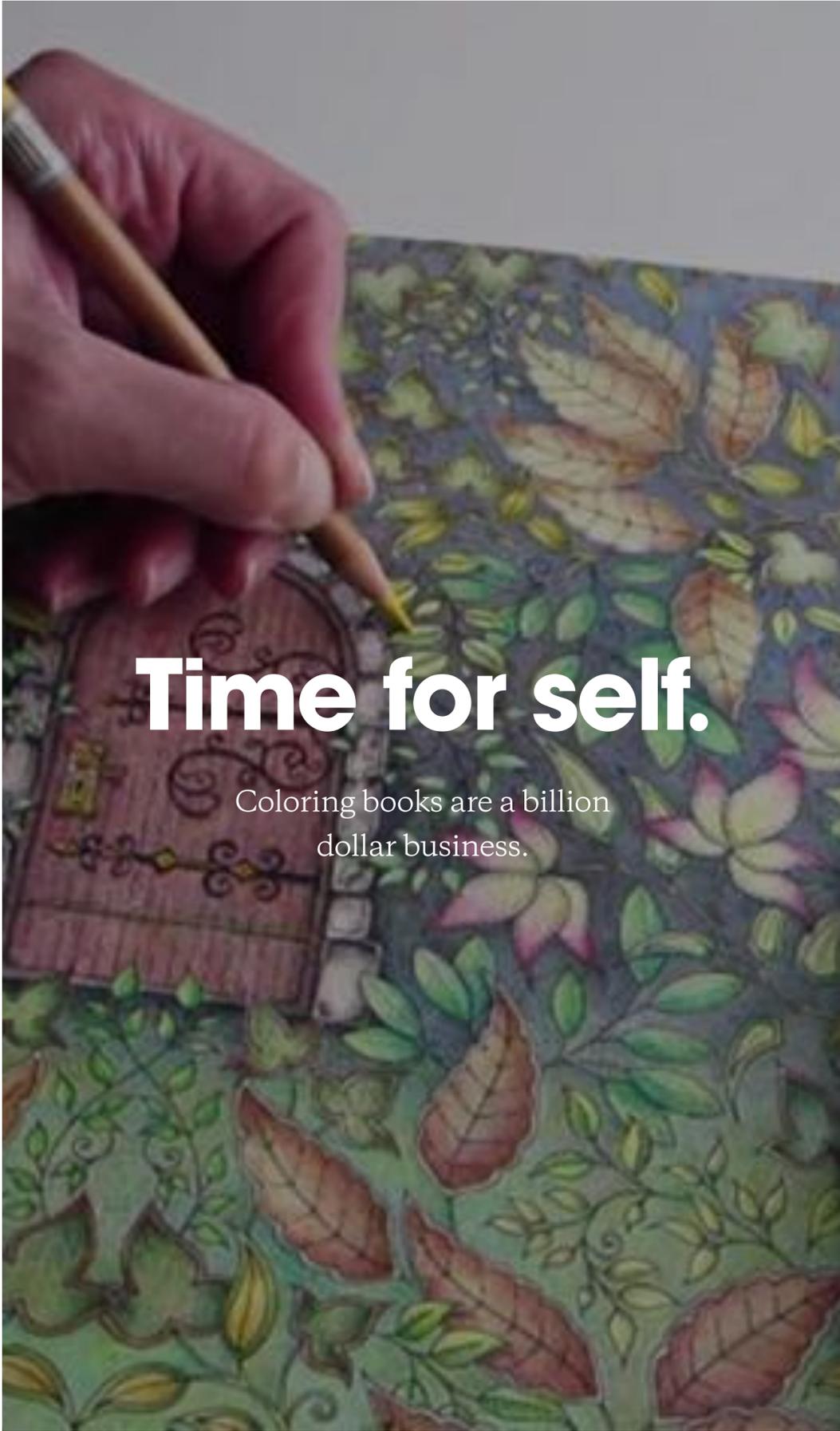
360X365

DISTRACTION OVERLOAD.

“I’m on mobile devices all day long. I feel like I could go through an entire day and not be present. It’s exhausting.”

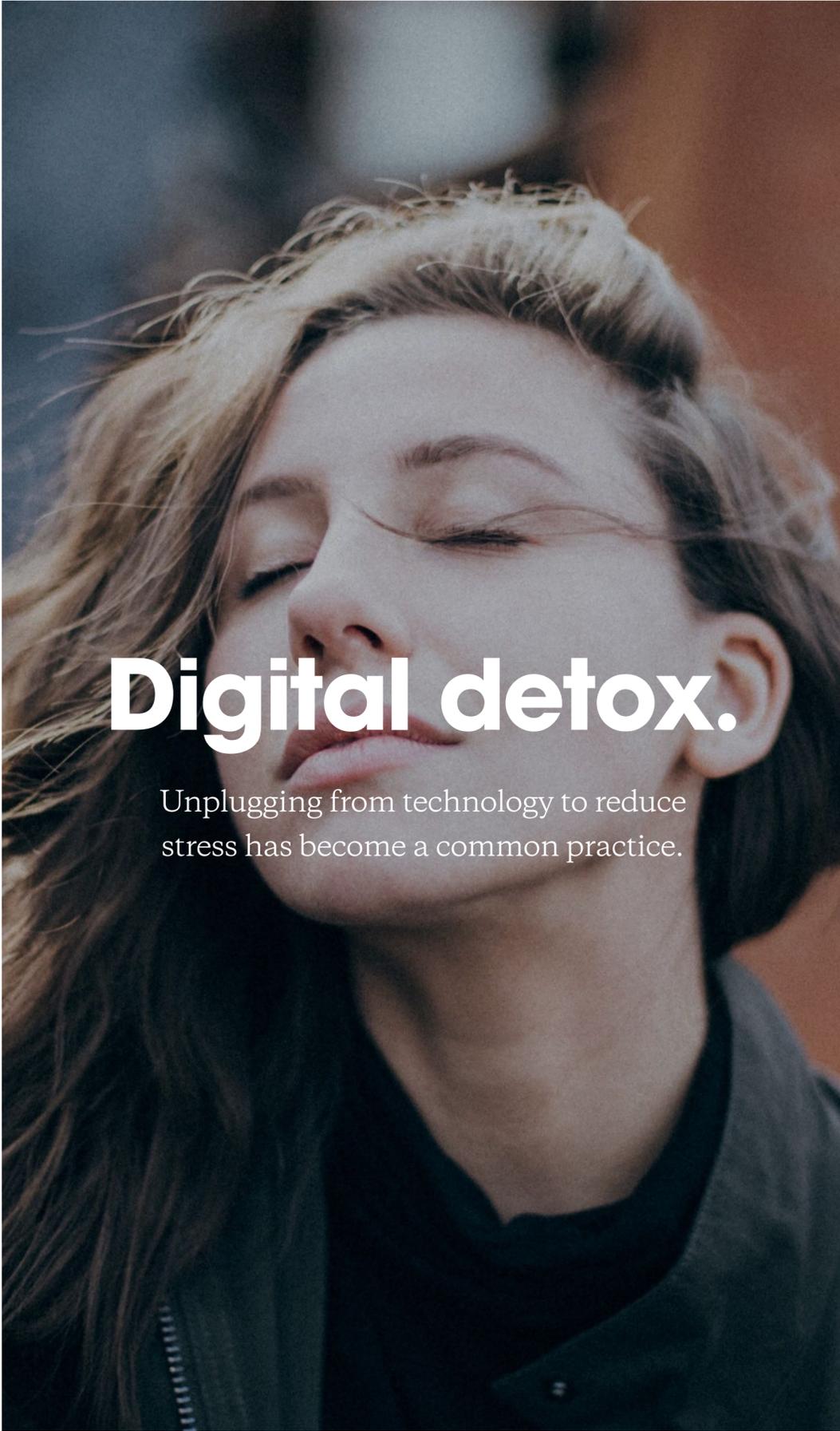
MILLENNIALS ARE LOOKING TO

Silence the noise.



Time for self.

Coloring books are a billion dollar business.



Digital detox.

Unplugging from technology to reduce stress has become a common practice.



Mindfulness.

Mindfulness is one of the top trending words in Google search.

Thank You for Being Late

AN OPTIMIST'S GUIDE TO THRIVING
IN THE AGE OF ACCELERATIONS

THOMAS L.
FRIEDMAN

AUTHOR OF *THE WORLD IS FLAT*

WHAT THE
INTERNET
IS DOING TO
OUR BRAINS

THE **NICHOLAS CARR**
AUTHOR OF *THE BIG SWITCH*
SHALLOWS

Matthew B. Crawford

BESTSELLING AUTHOR OF *SHOP CLASS AS SOULCRAFT*

THE
WORLD

BEYOND

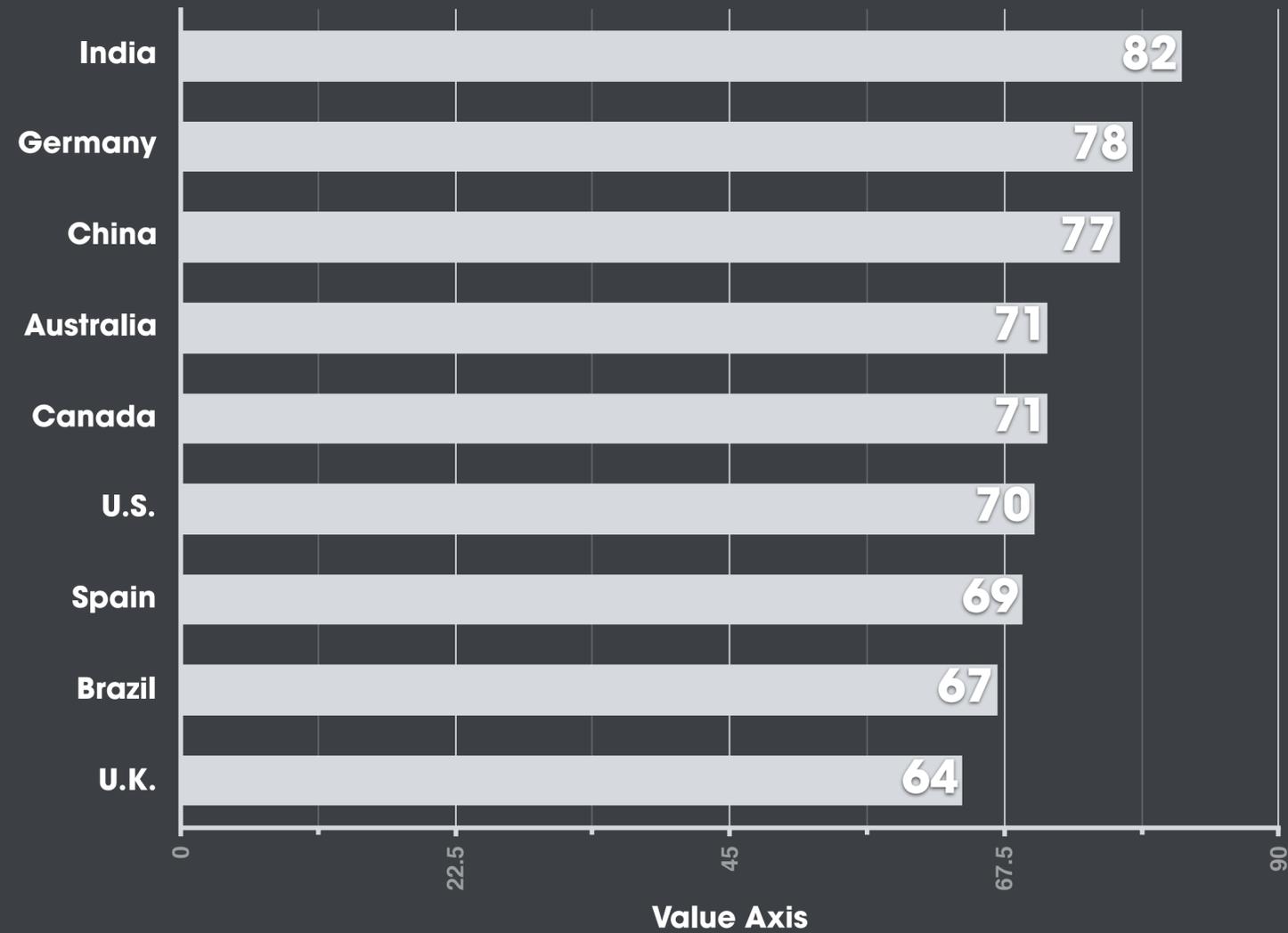
YOUR

HEAD

ON BECOMING AN INDIVIDUAL
IN AN AGE OF DISTRACTION

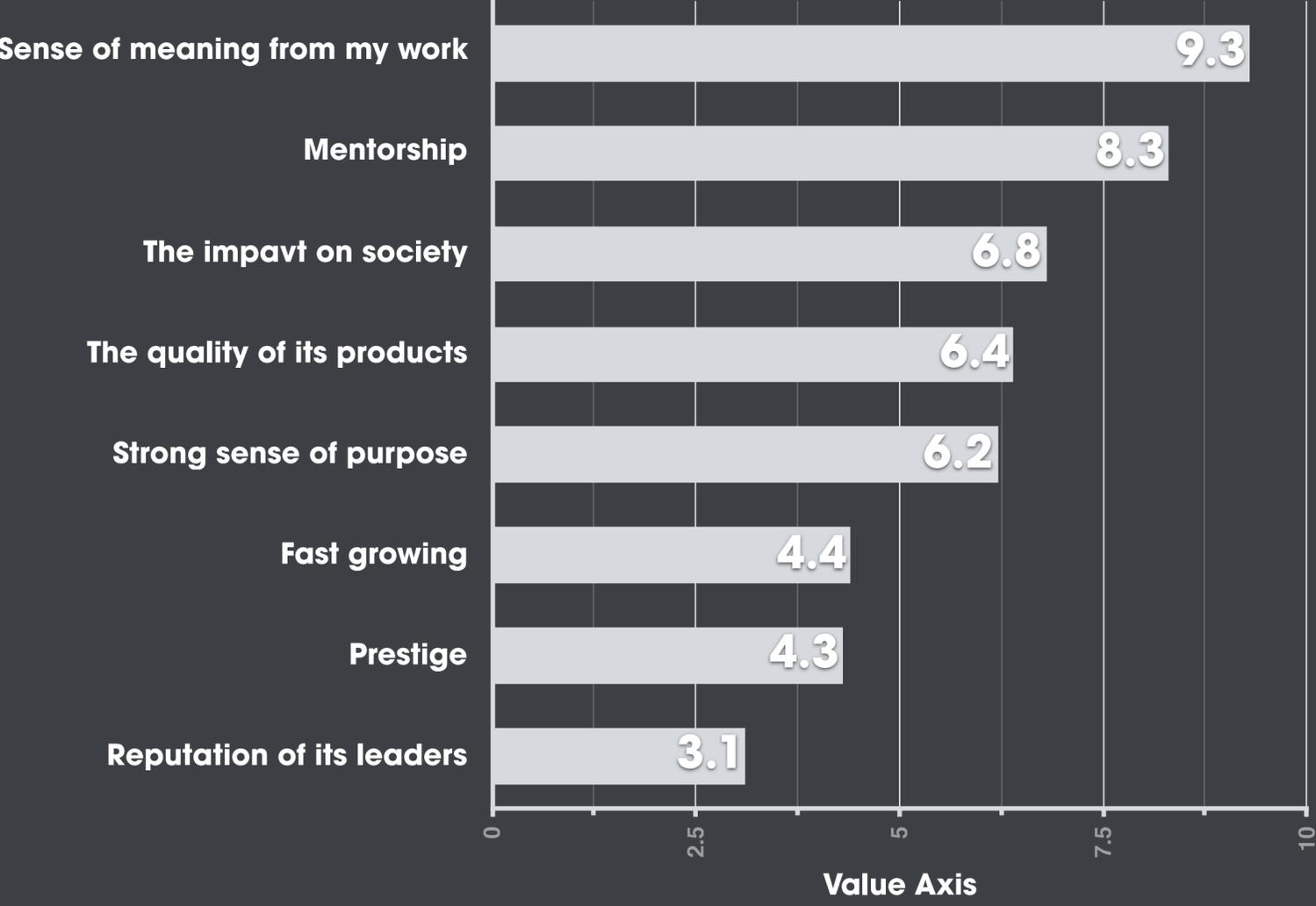
Return to values that matter.

Percentage of adults globally who agree with “Prosperity today is more about happiness than wealth.”



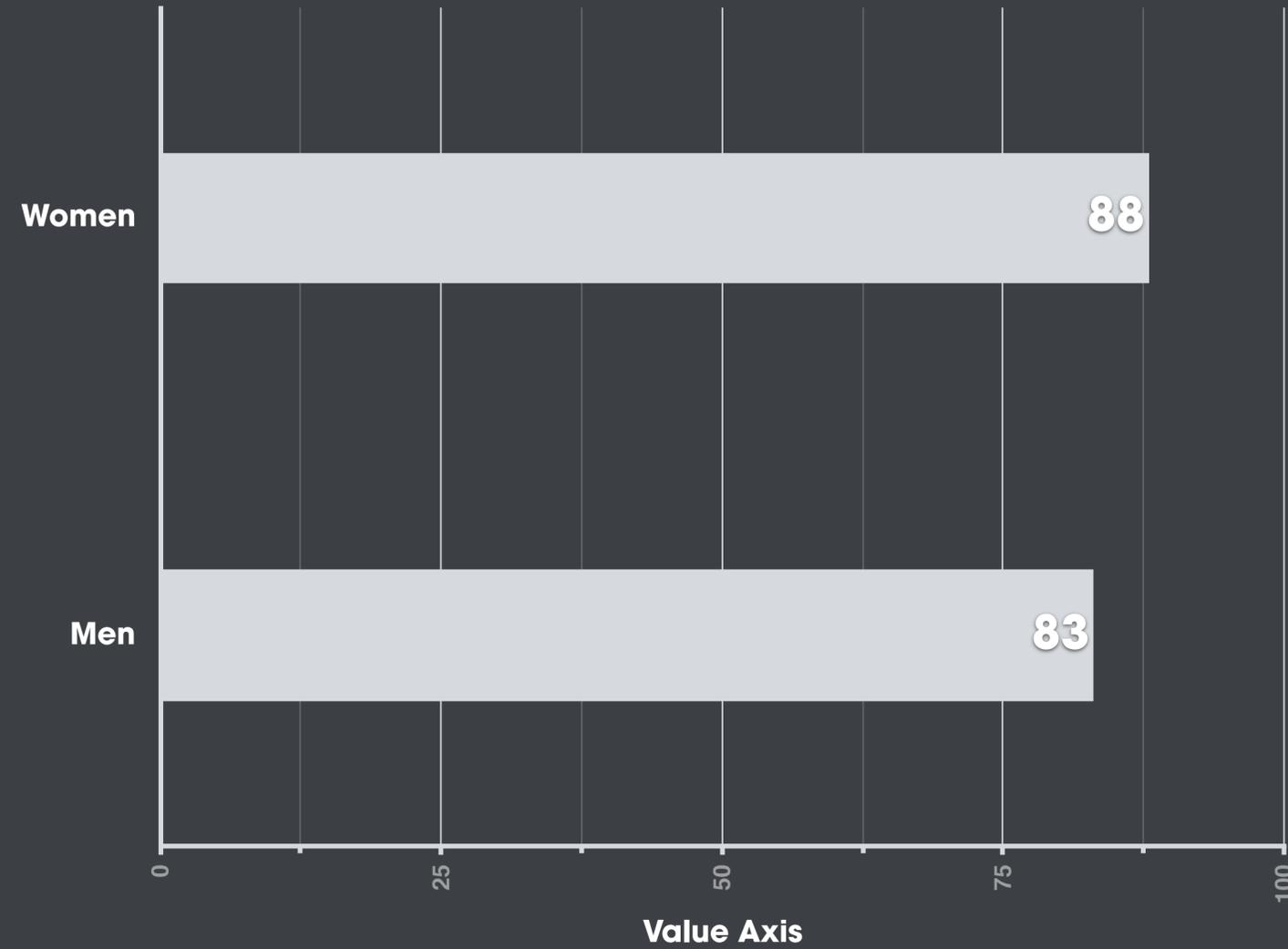
Happiness over wealth.

Relative degree of importance (Excluding salary)



Meaning over prestige.

“I’m more likely to support brands that priority purpose over profit.”



Purpose over profit.

Seeking a new sense of meaning.

REI IS CLOSING
ON
BLACK FRIDAY

 #OPTOUTSIDE

Brands that are authentic.

Products / Bags & Accessories / Accessories / The Hand-Carved El Paso Belt

Questions? [Ask our expert.](#)

NOTES



The Hand-Carved El Paso Belt

This belt is hand-carved, cut and sewn by skilled

Our Guarantee ×



Best Made Guarantee

Best Made products are built for life. We will replace or refund any purchase that does not meet this standard.

Products that are timeless.

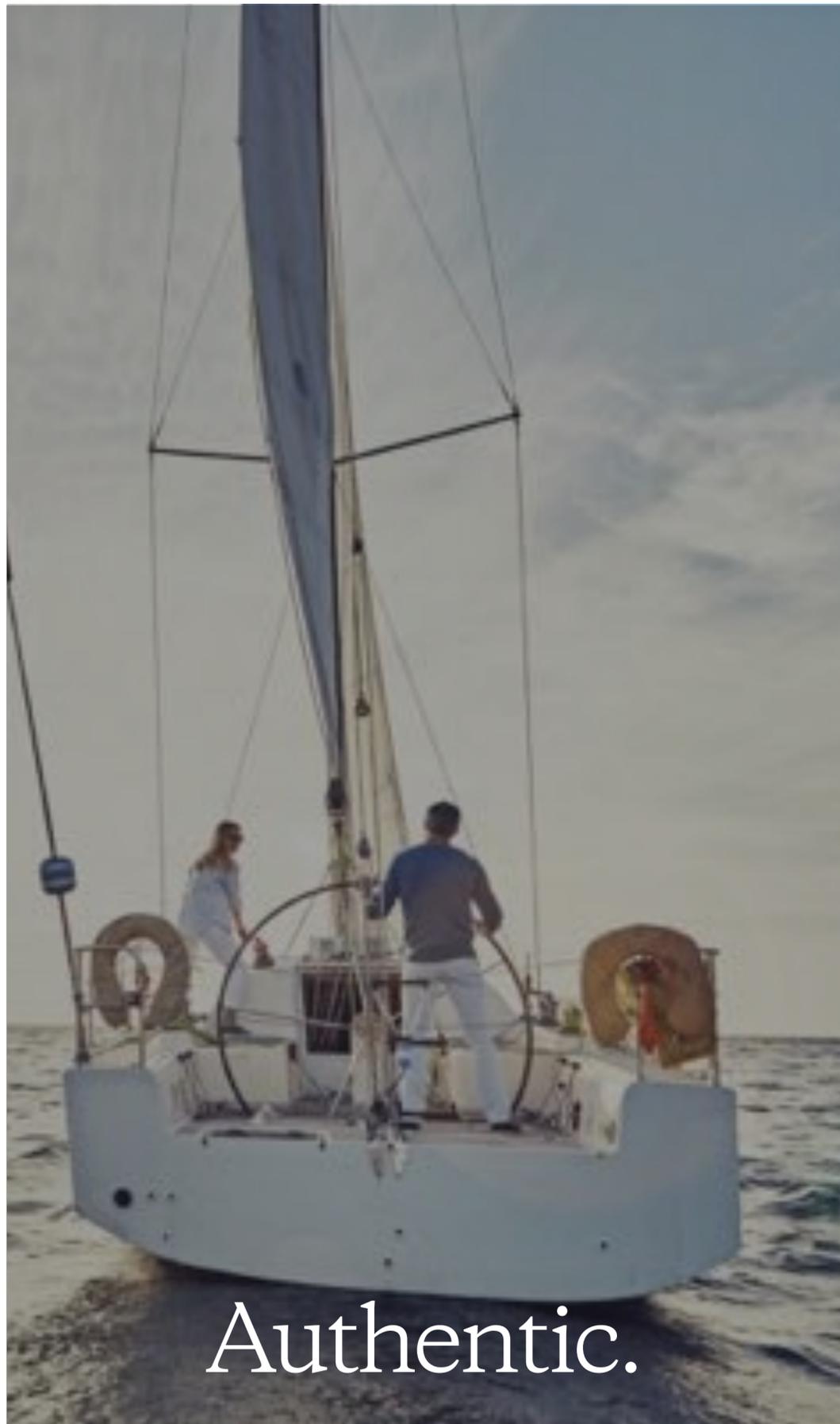


Experiences that are memorable.

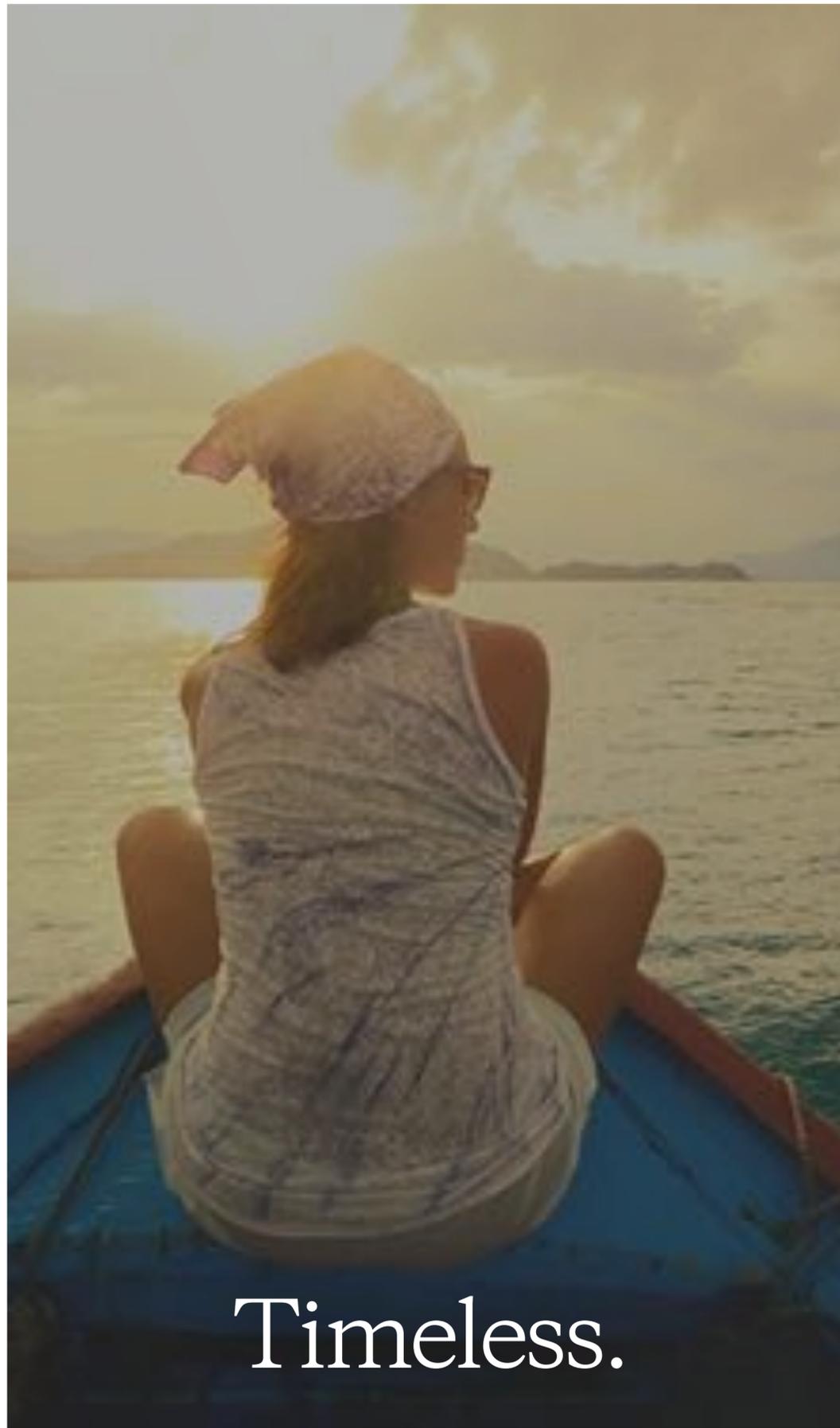
Authentic.

Timeless.

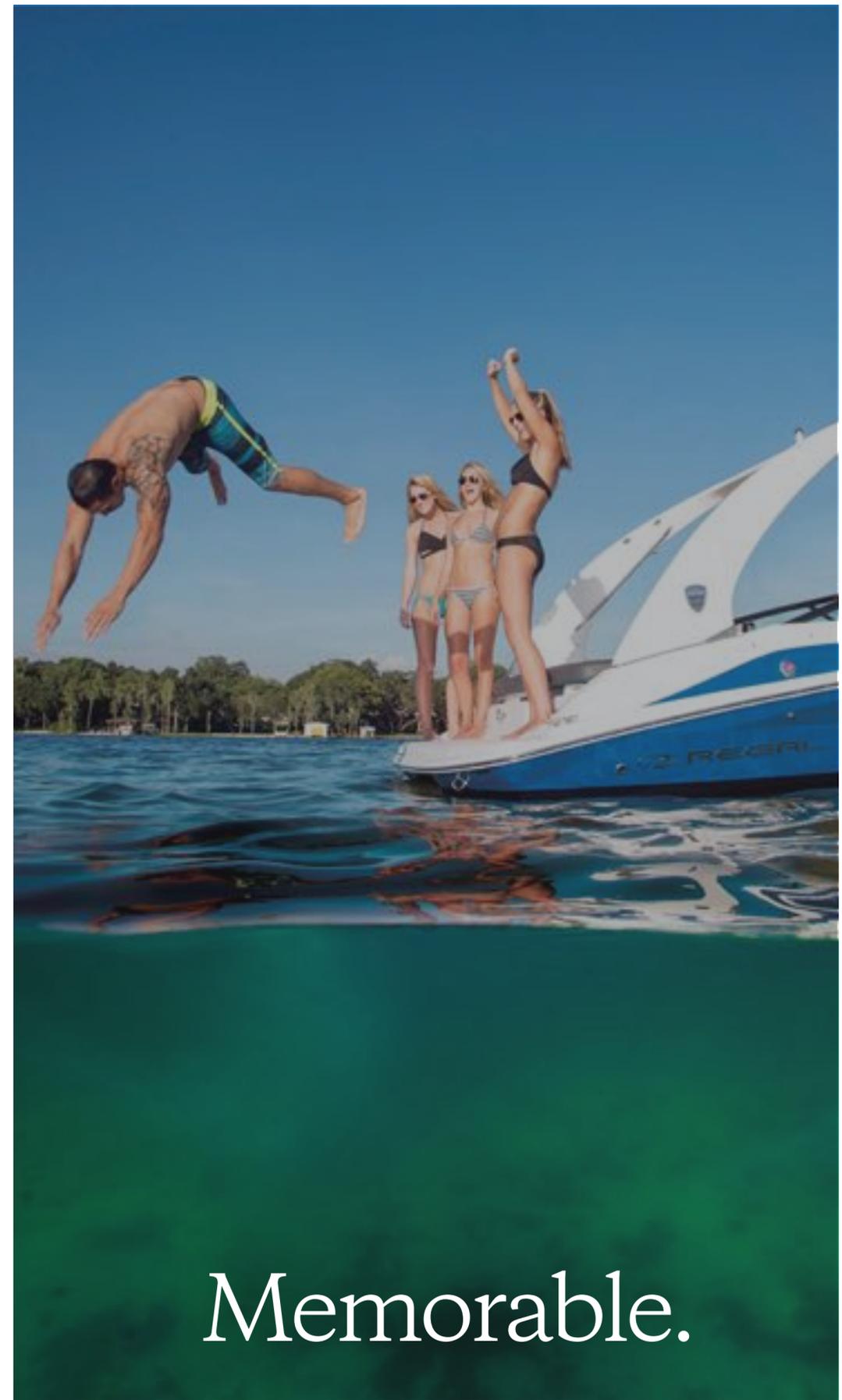
Memorable.



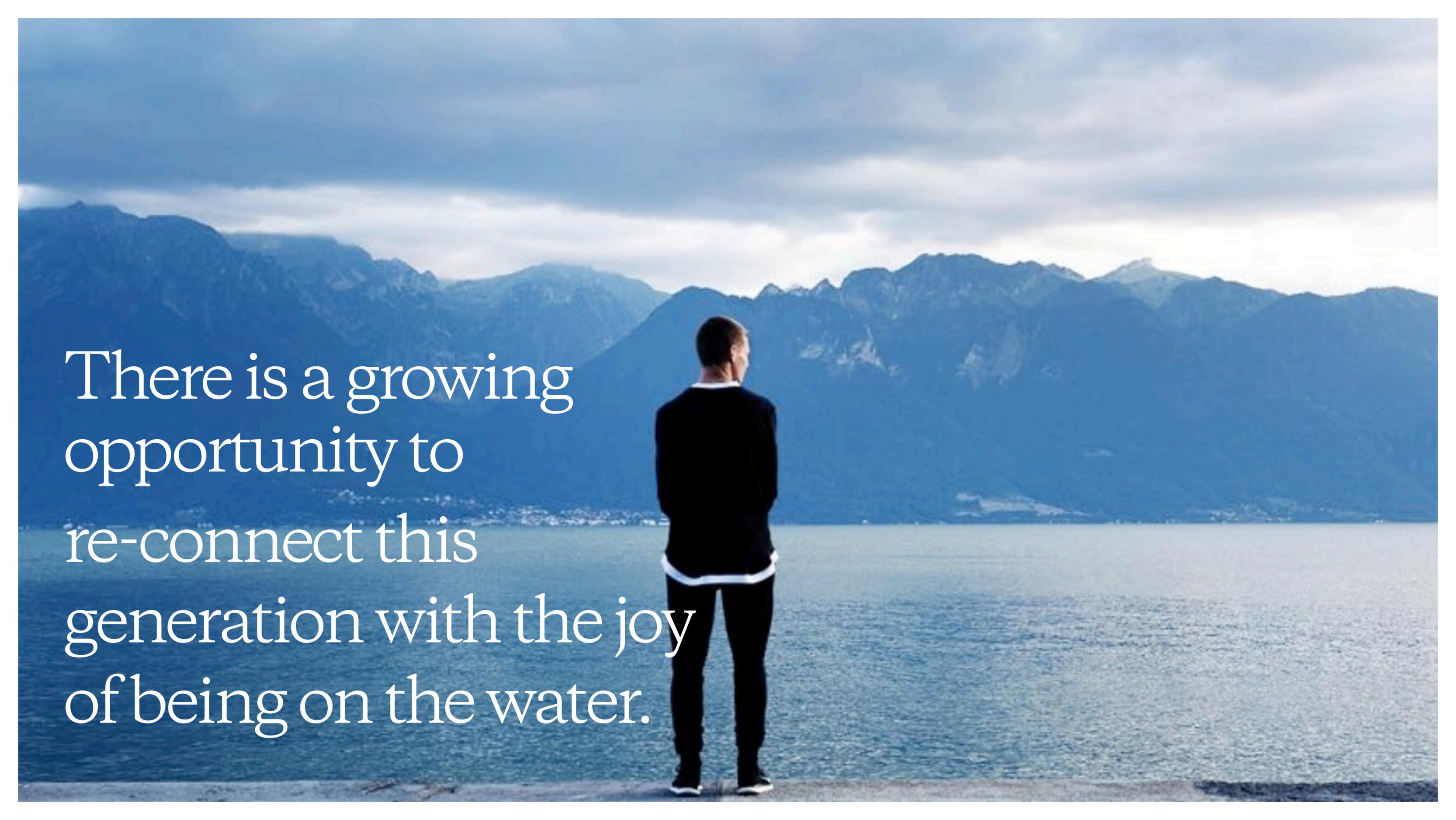
Authentic.



Timeless.



Memorable.

A person in a black jacket stands on a pier, looking out at a large body of water with mountains in the background under a cloudy sky. The person is seen from behind, looking towards the horizon. The water is a deep blue, and the mountains are a hazy blue-grey. The sky is filled with soft, grey clouds.

There is a growing
opportunity to
re-connect this
generation with the joy
of being on the water.

**We have to do it in a way that's
inspiring and relevant to the lives
of the Millennial generation.**

Inspiration.

Inspiration - Examples.



**Traditional brands
that have re-invented
themselves.**



**Startup or technology
brands that are
already innovating**

Inspiration - Three key trends.



- 1. Marketing agility.**
- 2. Brand house vs dealership.**
- 3. Re-imagining business models.**

Inspiration - Connecting with Millennials.



Marketing agility.

Why is marketing so important?



Boat culture isn't being transferred from father to son (or daughter).

Why is marketing so important?



The american dream - yesterday



The american dream - today



The notion of status has changed dramatically for Millennials.

Why is marketing so important?

**Honestly now,
did you spend
your youth dreaming
about someday
owning a Nissan or
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sports car that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

PORSCHE

Marketing might be what's needed to step in and help grow missing demand for boat culture.

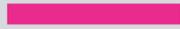
(and individual boat brands)

What is marketing agility?



Rapidly adapting marketing approaches to
reflect the changes in our audiences
attitudes, beliefs and media behaviors.

Marketing agility.



Reflecting our audience.

Mercedes Benz is one of a small number of luxury automotive brands growing sales with a Millennial audience using an agile approach.



Mercedes Benz.

They did this by tapping into the mindset of “Generation Benz” without damaging the core of their brand.

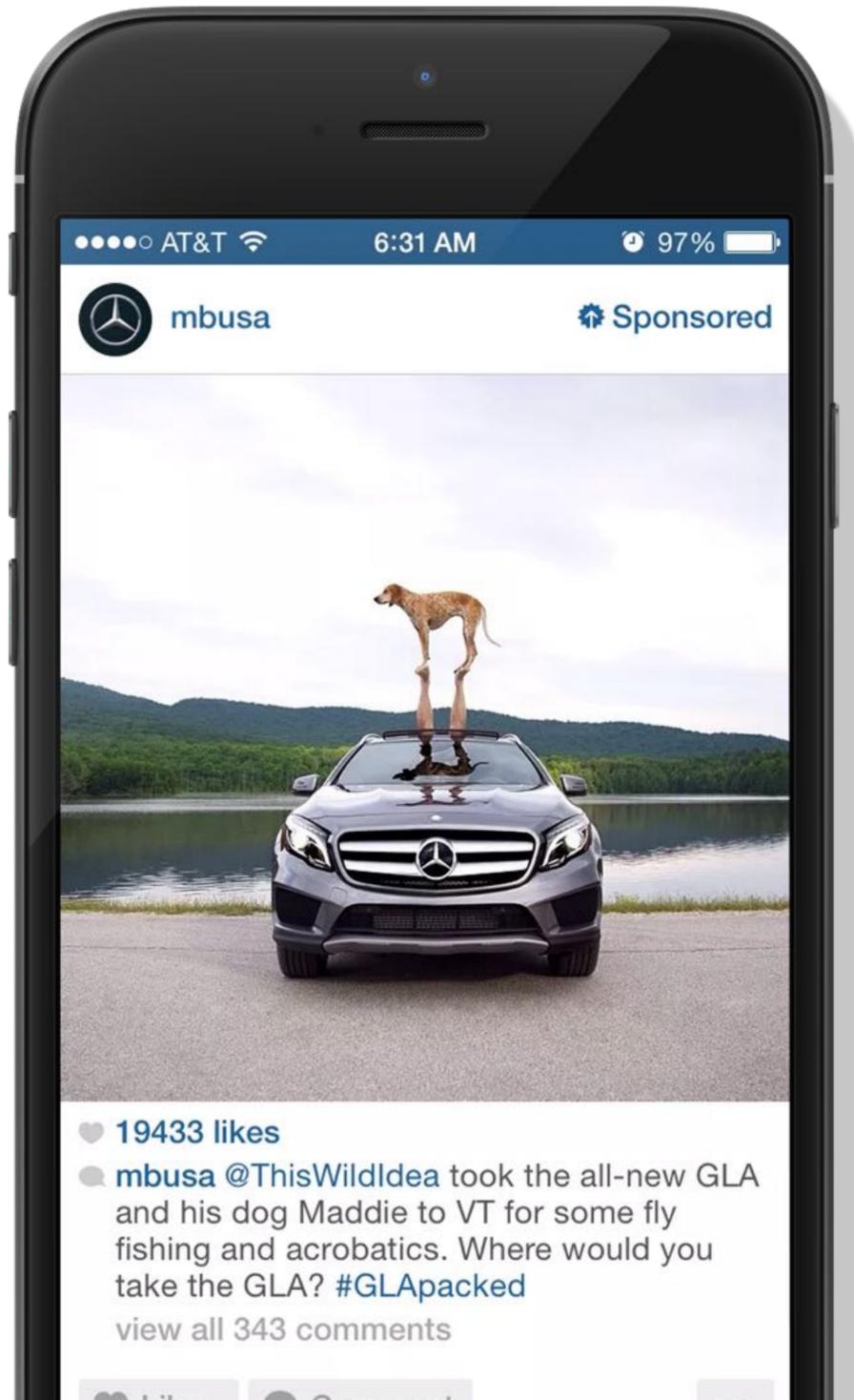
They kicked off their their Millennial marketing efforts for the CLA with marketing campaigns created by a popular, YouTube film maker and influencer, Casey Neistat.



YouTube



Mercedes Benz - a maturing approach.



More recently, they leveraged more contemporary influencers with the “Take the wheel” campaign on Instagram, which received over **87 million impressions**.

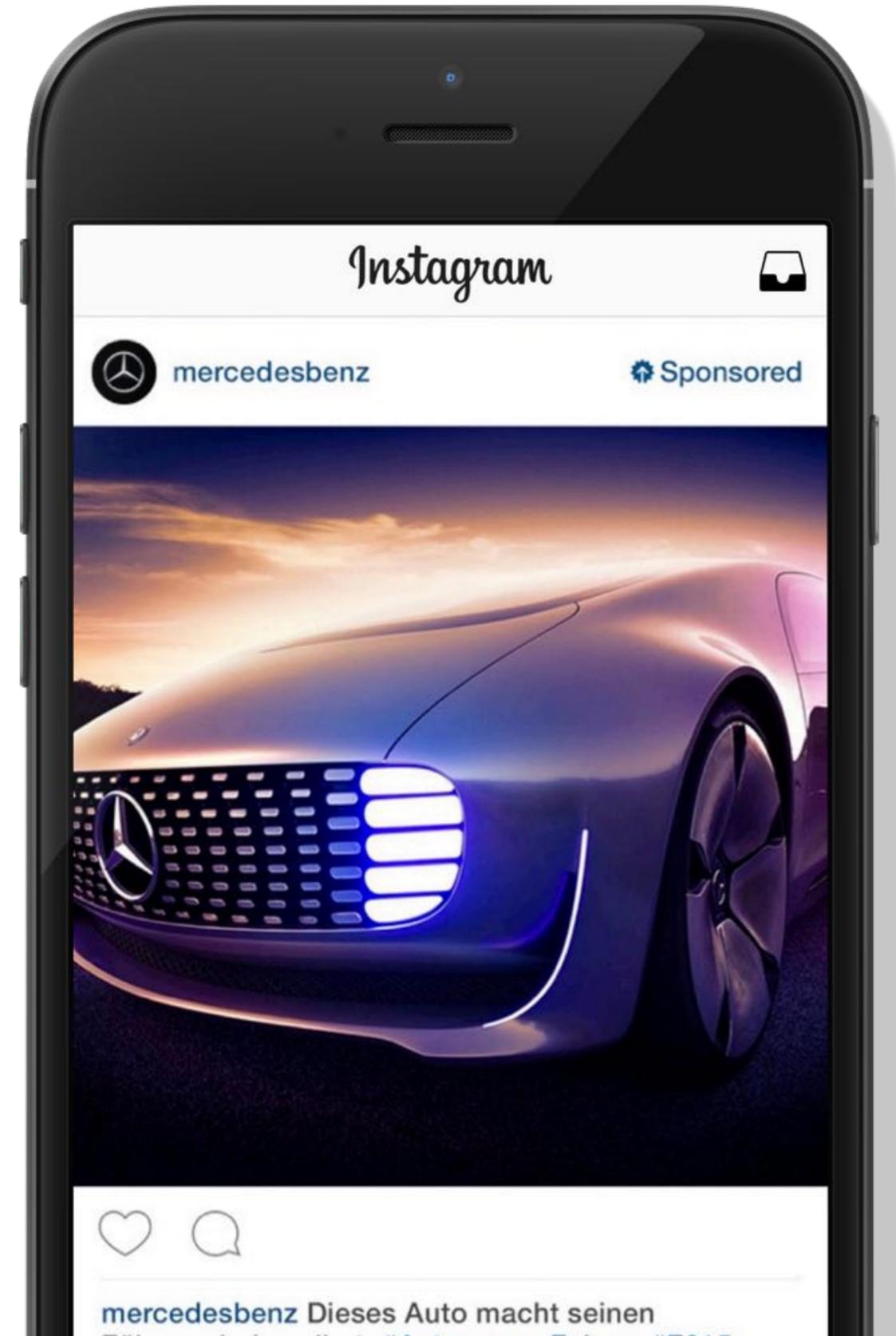
Most importantly, **young people are buying CLAs**. CLA owners are one of the youngest age groups in the history of the brand and for 75% of them, it was their first Mercedes.



Mercedes Benz - creating a long term bond.



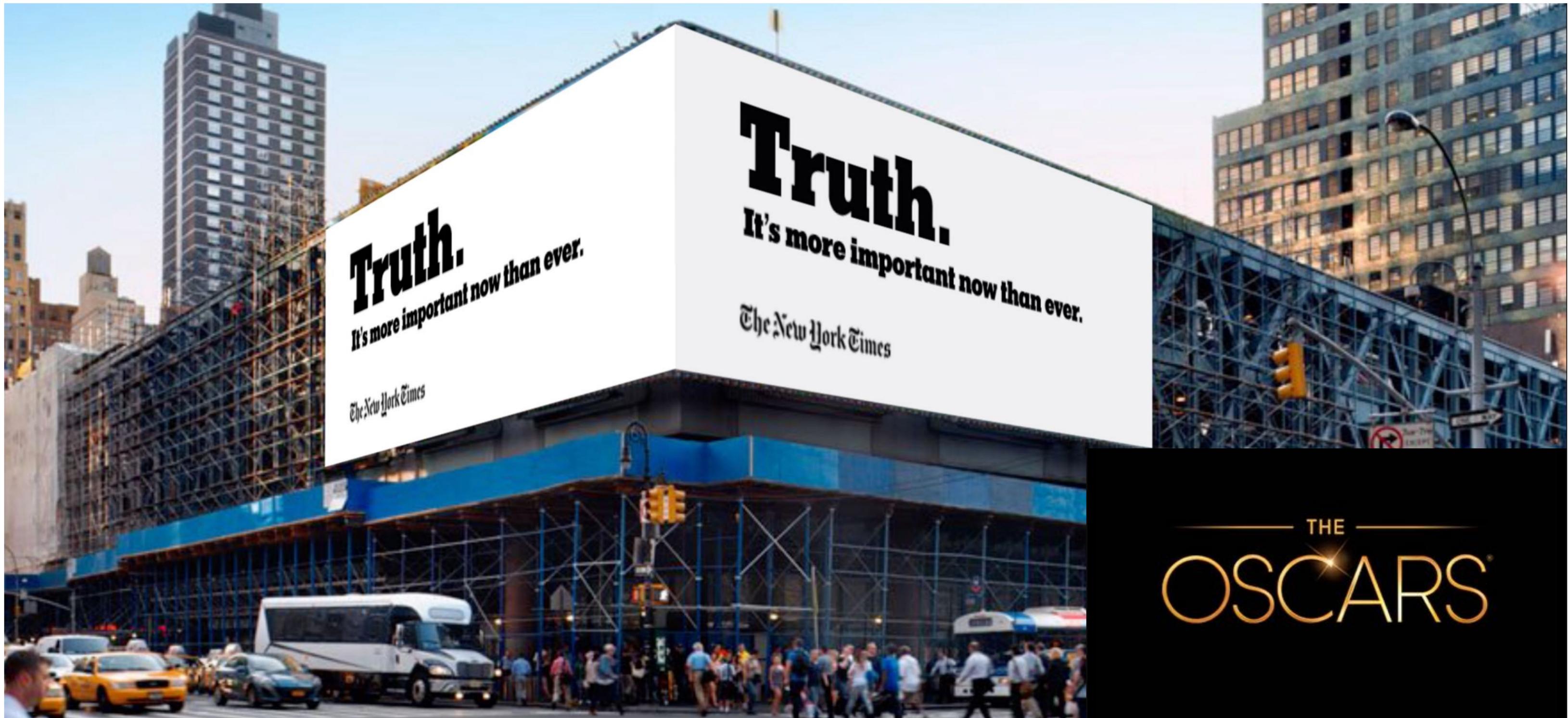
To defend against emerging threats from brands such as Tesla, Mercedes is already getting younger audiences excited about the future of electric vehicles, by starting conversations about electric concept vehicles.



Marketing agility.

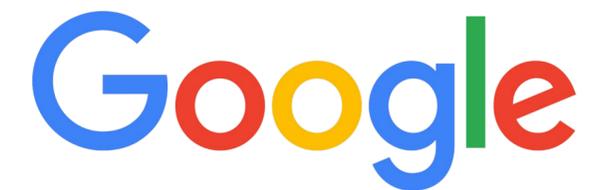


It's not just about social media.

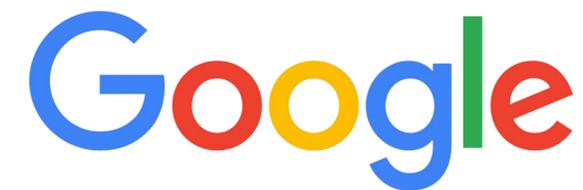
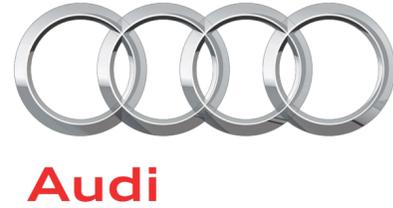


Brands are realizing that this audience also consumes a lot a traditional media.

Forward thinking brands - think alike.



Forward thinking brands - think alike.



All of these brands have run Super Bowl TV spots.

Inspiration - Connecting with Millennials.



Brand house
vs dealership.



To open roads.





Brand houses vs Dealerships.



Beginning to see more and
more brand houses.



YETI®







Brand houses vs Dealerships.



Dealerships



Brand House

Sales focussed



Experience focussed

Sales people



Ambassadors

Transactional



Recreational

Functional



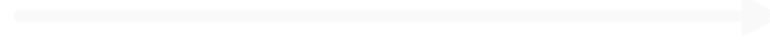
Emotional

Intimidating



Welcoming

Out of town



Inner city

Inspiration - Connecting with Millennials.



Evolving
business models.

Evolving business models: Carvana.

The screenshot shows the Carvana website interface. At the top, there's a navigation bar with the Carvana logo and three main menu items: "FIND THE CAR FOR YOU", "GET FINANCING ON YOUR TERMS", and "SEE HOW IT ALL WORKS". Below this is a search bar and a "Home Page" link. The main content area features a 360-degree view of a 2011 BMW 5 Series. The car is shown from a front-three-quarter perspective with its hood, trunk, and driver-side door open. A "Roof- Faint Surface Scratch" callout is visible. The car's price is listed as \$44,000 with 25,665 miles. A "7 DAY MONEY BACK GUARANTEE" badge is present. A "START TOUR" button is in the top right of the car view. On the right side of the car view, there are icons for different views: exterior, interior, engine, and a magnifying glass. At the bottom of the car view, there's a "BUY THIS CAR" button. The overall layout is clean and user-friendly, emphasizing the car's features and the company's guarantee.

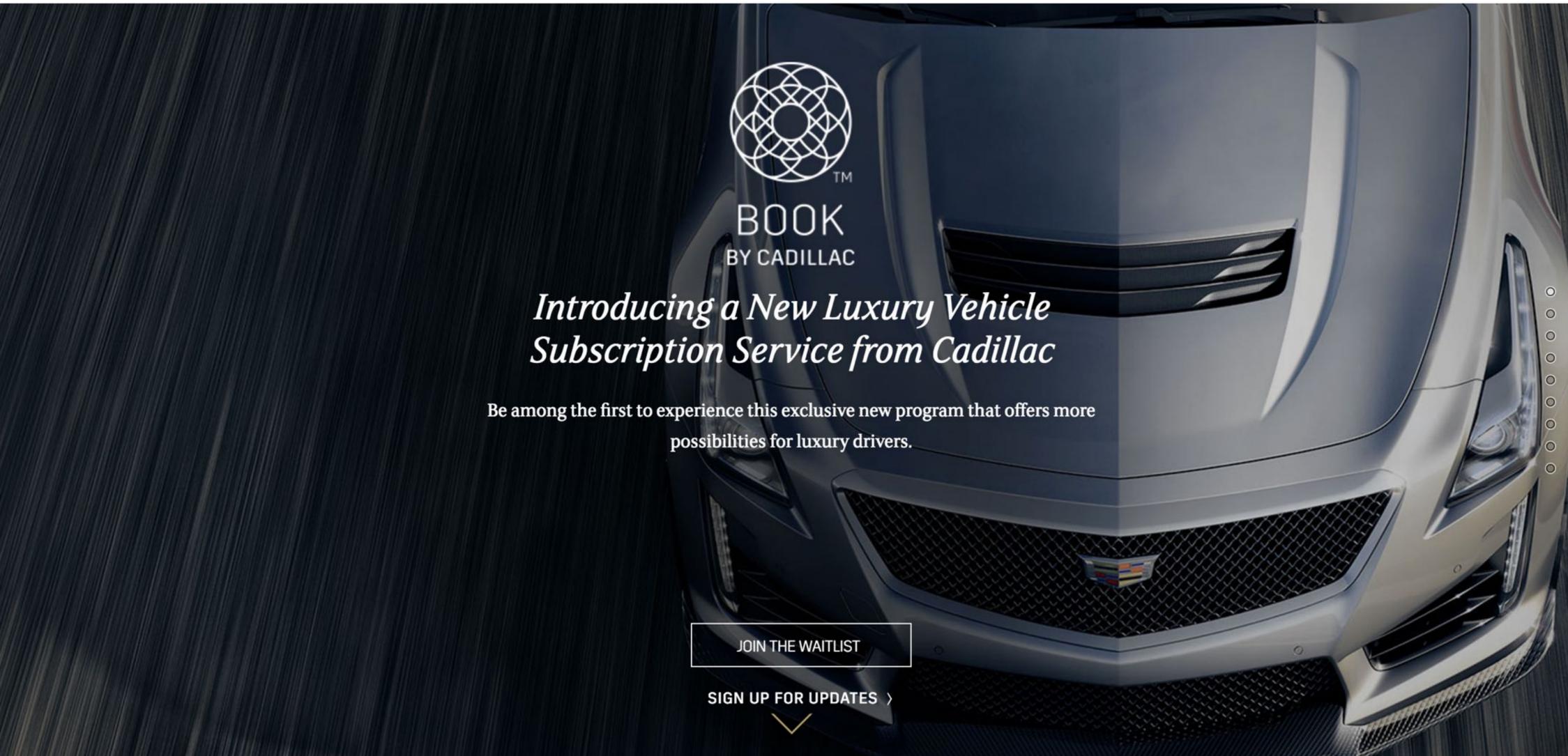
- True cost of ownership
- Zero paperwork
- Click and deliver
- Test drive at home
- Satisfaction guarantee



PICK YOUR PAYMENT >

Get your personalized loan terms for 4100+ cars in our inventory. Carvana customers save an average of \$330 in interest.

Evolving business models: Cadillac.



™
BOOK
BY CADILLAC

*Introducing a New Luxury Vehicle
Subscription Service from Cadillac*

Be among the first to experience this exclusive new program that offers more possibilities for luxury drivers.

[JOIN THE WAITLIST](#)

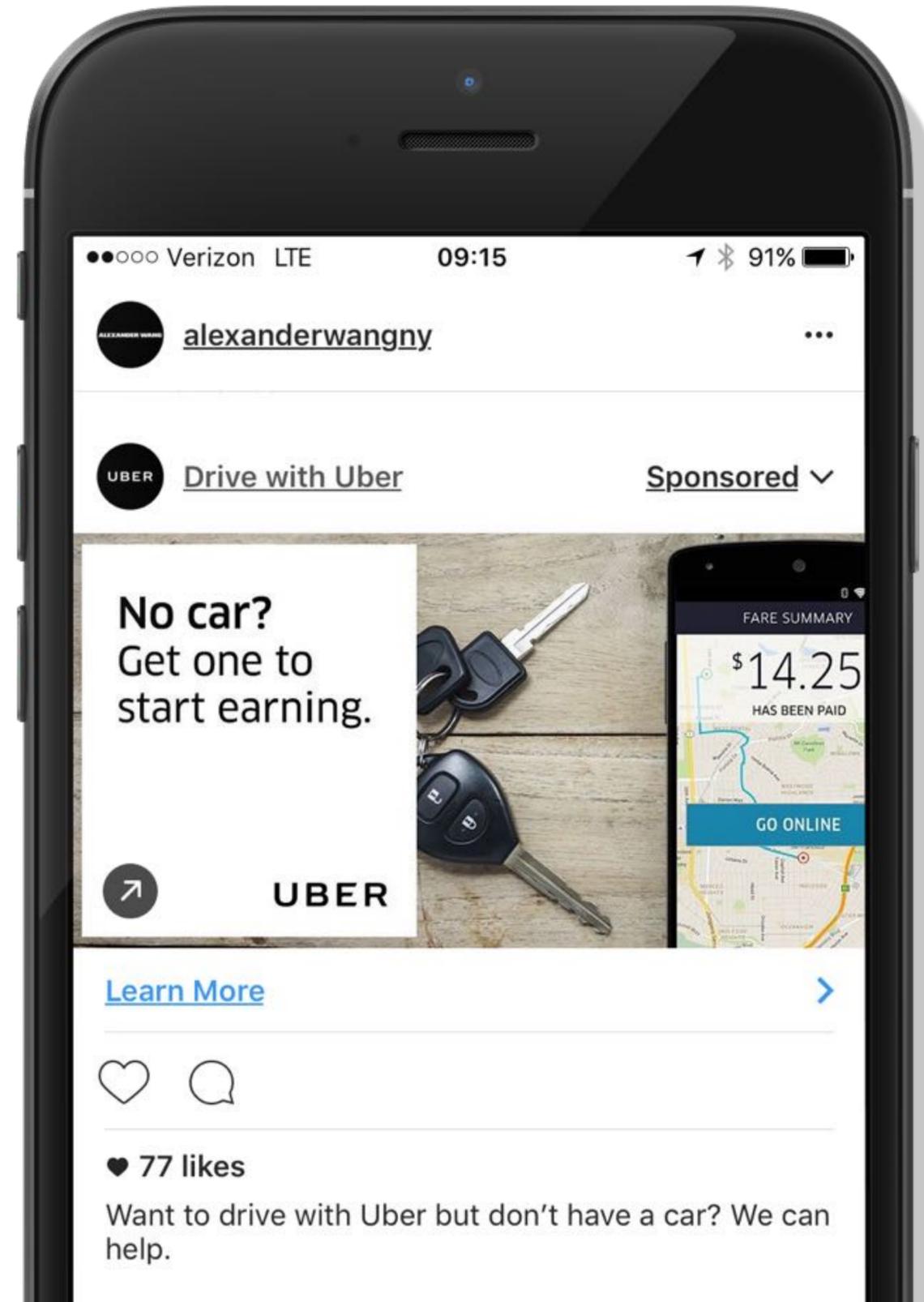
[SIGN UP FOR UPDATES >](#)

- Monthly subscription fee
- Change 18 times a year
- No insurance premiums
- No taxes
- No maintenance
- No mileage restrictions
- No long-term commitment.

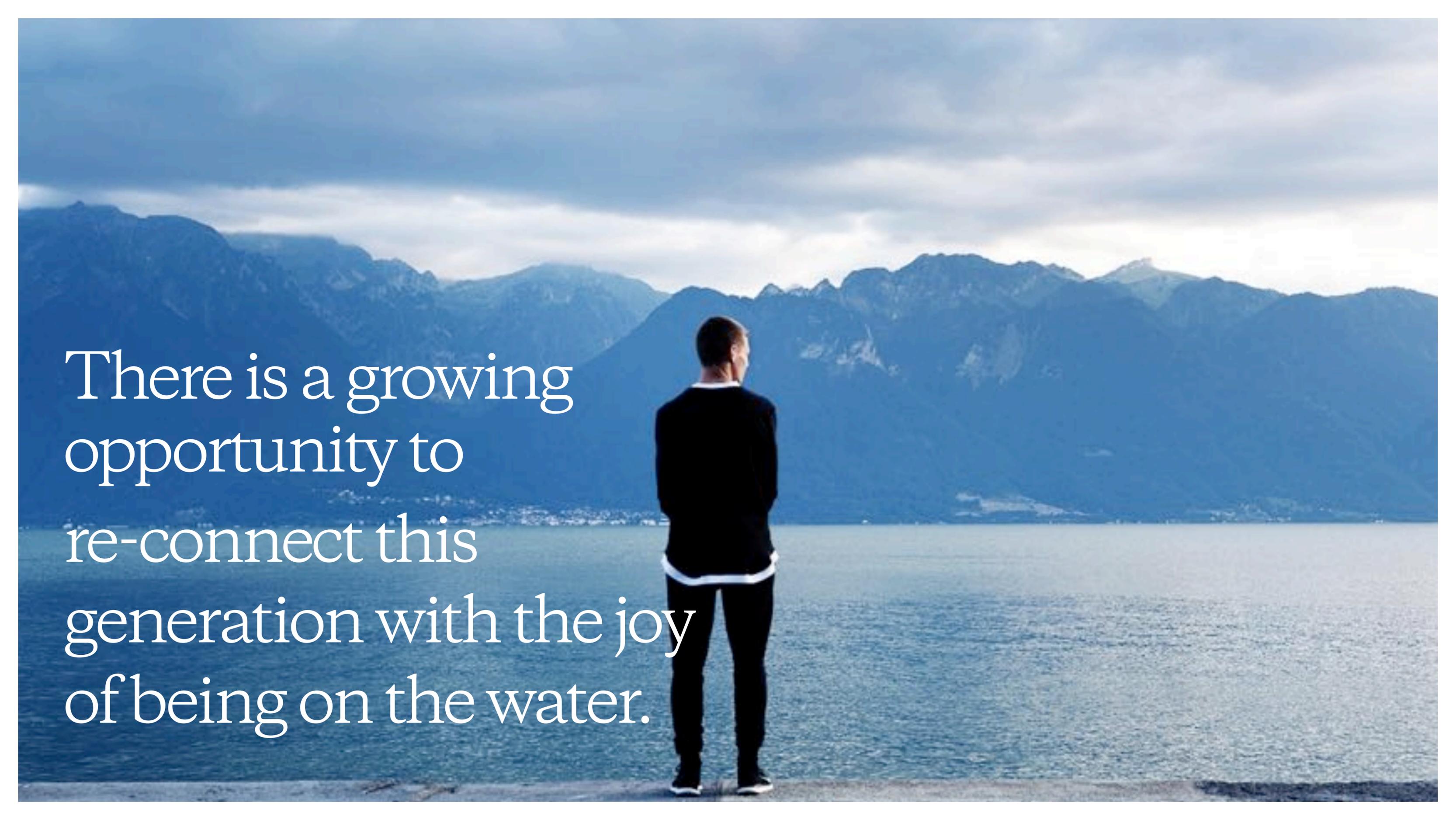
Evolving business models: Uber.

Uber has created a fully closed loop, selling vehicles to its drivers.

- New car discounts
- Financing while you earn
- Find a partner from their community to co-finance and earn.



Summary.

A person in a dark jacket and pants stands with their back to the camera on a concrete pier. They are looking out over a vast, calm body of water. In the distance, a range of blue mountains stretches across the horizon under a sky filled with soft, grey clouds. The overall mood is serene and contemplative.

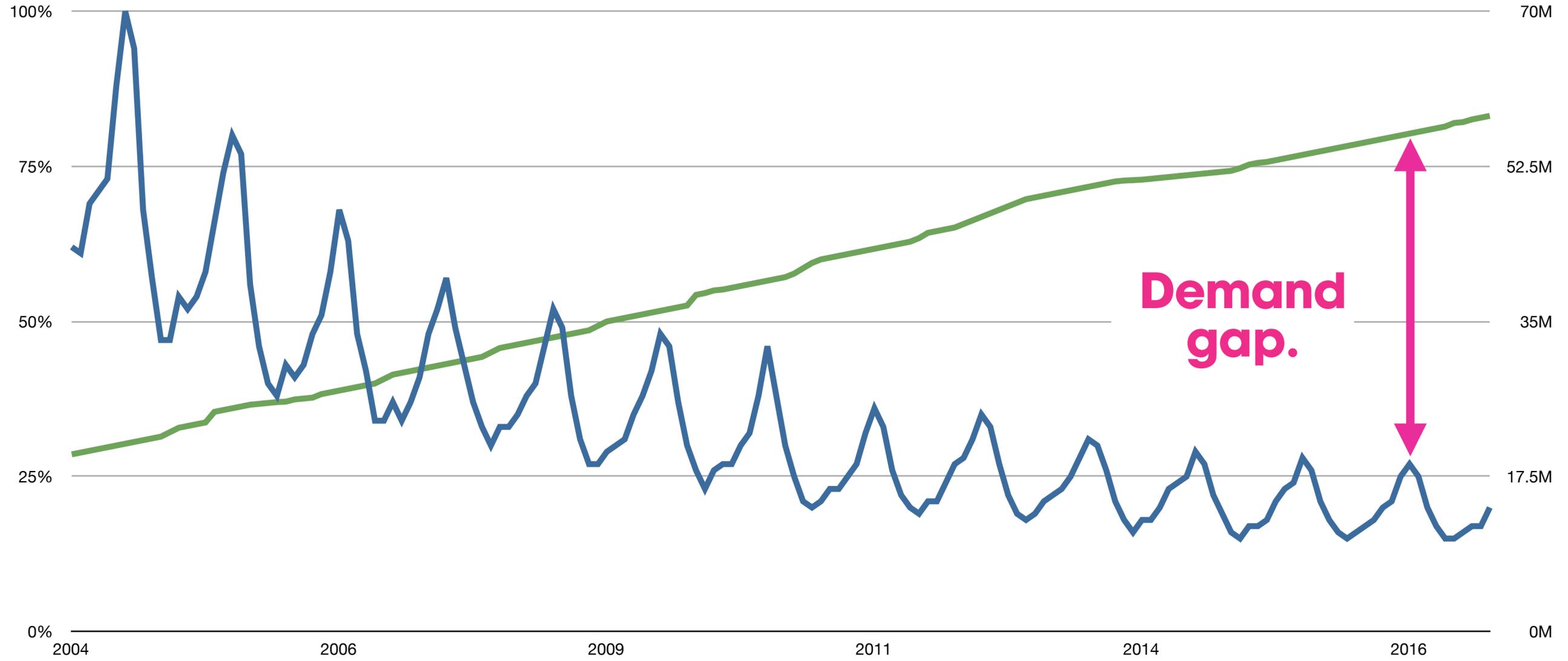
There is a growing
opportunity to
re-connect this
generation with the joy
of being on the water.

These three trends, might help us.



- 1. Marketing agility.**
- 2. Brand house vs dealership.**
- 3. Re-imagining business models.**

Depending on how much we believe in the demand gap...



— Boat related Google searches

— Millennials (1981 & 97)

HUGE

Done.

MLA Conference.

April 24, 2017