



Powder Pals | 2025

BEYOND THE LIFT

A Collaborative Campaign for Cardiff Snowcraft x Board Budder



Crew Behind the Collab



Gracie Watkins

Research & Strategy



Aidan Cerecedes

Visuals & Strategy



Soleil Scott

Visuals & Strategy



Moises Molina

Logistics & Analytics



Agenda

03	Overview
04	Goals and company vision
05	Target Audience
06	Competition
07	Content Strategy
08	KPI
09	Timeline
10	Budgeting

01 Cross-brand collaboration between Cardiff and Board & Budder, uniting skiers and snowboarders through shared purpose



02 Emphasizes our collective impact Beyond the Lift - riding ethically, adventurously, and sustainably

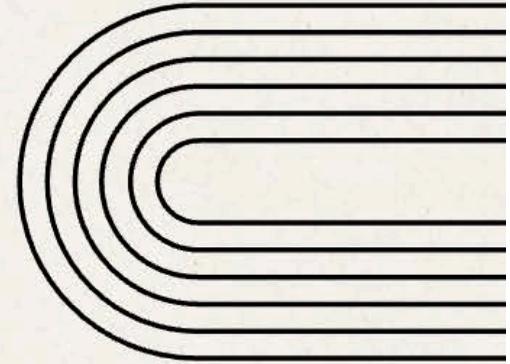
03 Celebrates coexistence on the mountain: shredding responsibly while building one unified community

Overview

**Beyond the Lift -
A Collaborative Campaign**

Objectives and Goals

Shred Responsibility



Goal #1 Production

Build brand presence, research, and initial testing



Goal # 2 Growth

Scale what's working and refine message



Goal # 3 Conversion & Optimization

Drive measurable conversions and retention

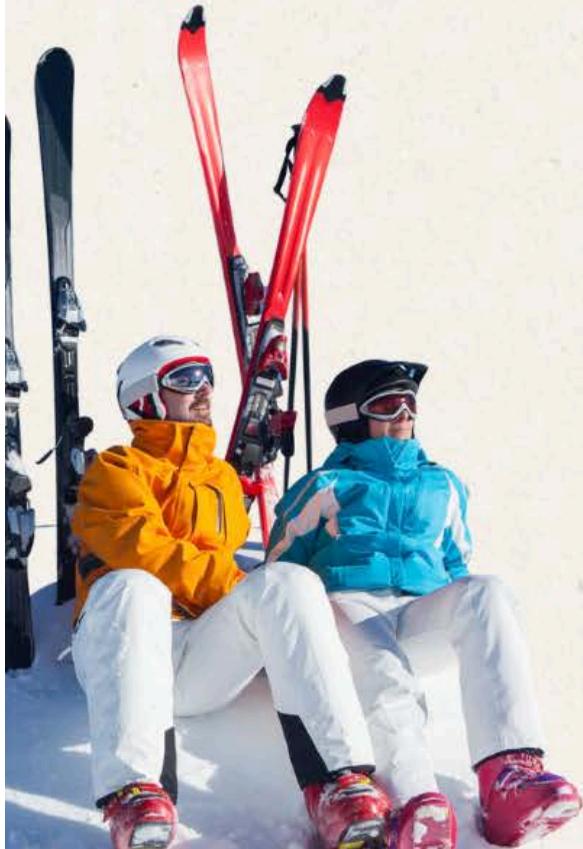


Who We Ride With

Value Quality & Craftsmanship

Conscientious Consumers

Adults Aged 20-40



Competition

Brand	Followers	Avg Views	Avg Likes	Engagement
Purl	150	3,066	24	0.83%
Swix	1,900	6,536	257	4.07%



Brand	Type	Followers	Avg Views	Avg Likes	Engagement
Burton	Face/Personal	531.4k	22,136	2,309	11.69%
Faction	90's/Cinematic	33.1k	23,565	2,828	12.20%
Nitro	Humor/Trends	89.7k	150,573	9,033	6.13%

Content Strategy

UGC

Interviews

Day In the Life

Unboxing

Trends & Challenges

Sound Integration

Reactions

Spin-offs

Educational

Craftsmanship

Production

Care

Edits

High-Def

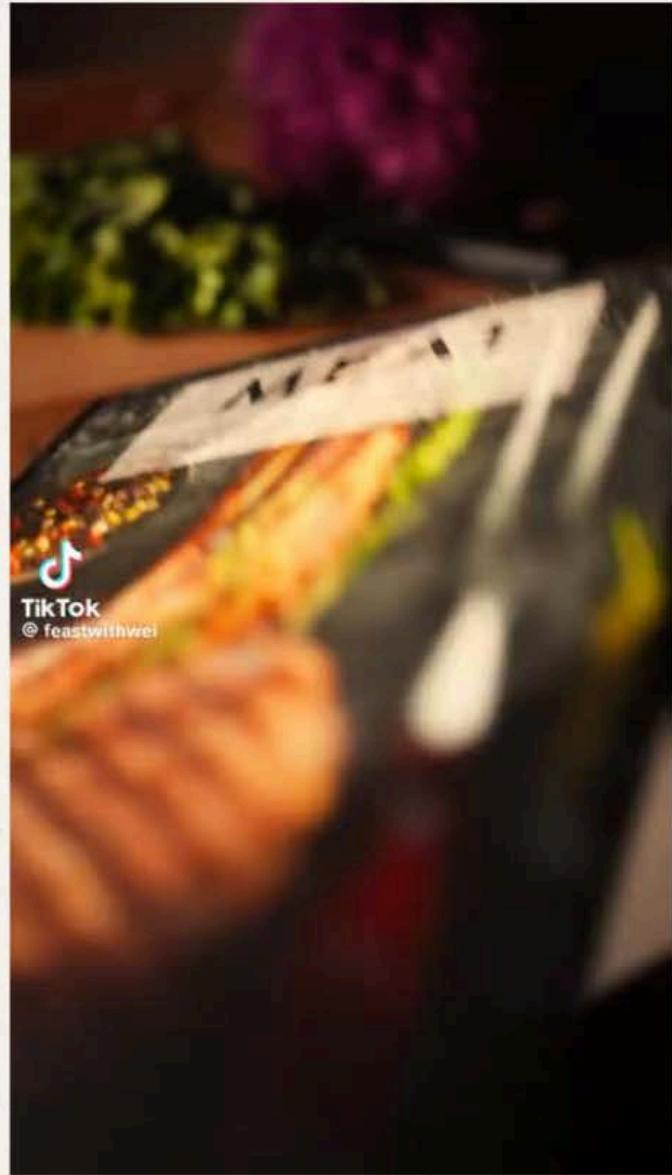
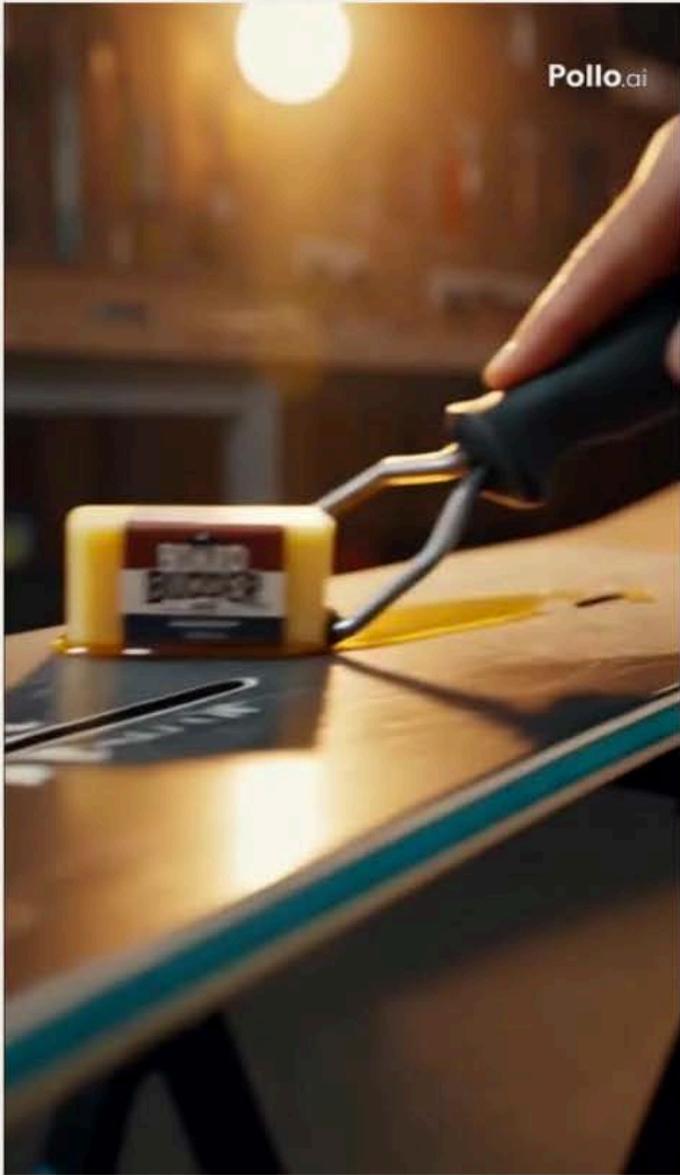
Fast Pace

Motivational

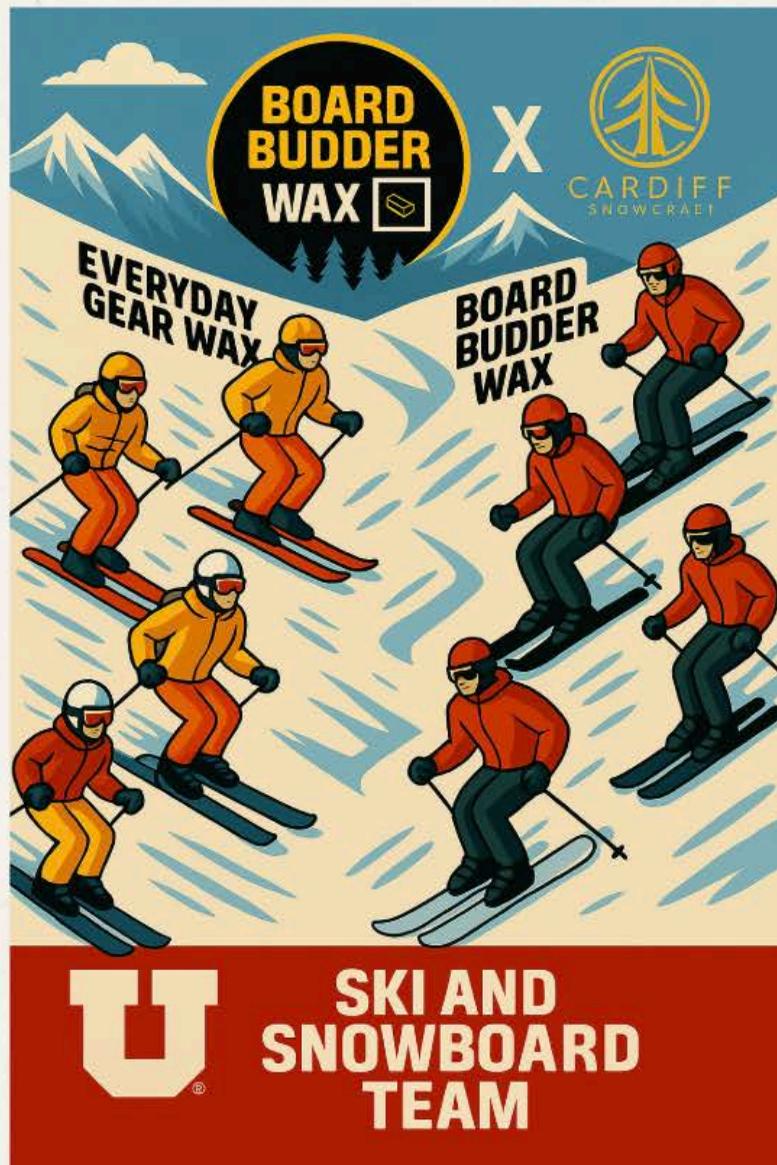
[@snowboardjesus](#) | [@chasing.sage](#) | [@rowleyadventures](#) | [@gmcasto](#)



TIKTOK



Flip or Flop Friday



Key Performance Indicator

Time Frame	Estimated Followers	Growth Rate vs Baseline	Est. Avg Likes/Post	Est Engagement Rate	Est. Total Likes/Month	Est. Reach/View per Month
month 1	1.6k-2k	2x faster	120-180	10-12%	2.5k-4.5k	60k-90k
month 3	3k-4k	2-3x faster	200-300	8-10%	6k-9k	150k-250k
month 6	6k-8k	3x faster	250-400	6-8%	10k-15k	250k-400k

Starting

874 followers

19.4k likes

Content Timeline

Days 1-30

Foundation &
Awareness



Days 31-60

Engagement &
Growth



Days 61-90

Event & Wrap-
up



Phase 1

Days 1-30

Foundation & Awareness

WEEK 1

Film Focused
(2-3 posts)

gather footage following the content outline; maintain current schedule

WEEK 2

Campaign Launch
(4posts)

Cinematic intro to the new brand look;
founder 15 -30 sec eco-wax explanation
#BeyondTheLift

WEEK 3

Brand + Education
(5 posts)

“Wax Facts” with info segments on wax, effects on the mountains, snow facts, weather updates
mix humor + knowledge

WEEK 4

Community & Influencers
(5 posts)

Flip or Flop Friday UGC;
Influencer unboxing & student interviews

Phase 2

Days 31-60

Engagement & Growth

WEEK 5

Flip or Flop
(5 posts)

Feature
community clips,
duet reactions,
story polls

WEEK 6

Collaboration
(5 posts)

Co-branded skits,
ASMR cooking
skit;
incorporate team
riders for the
brands and host
interviews with
them

WEEK 7

Engagement &
Teasers
(5 posts)

Influencer ugc;
tease the
upcoming relay
race with minimal
exposure;
favorite trick
videos from
followers
Roll out SPARK ads

WEEK 8

Influencer collab
week
(5 posts)

Showcase
influencers' day
on the mountain;
park videos from
skiers & boarders;
interviewing
influencers;
race tease video

Phase 3

Days 61-90

Event & Wrap-up

WEEK 9

Build hype for
relay
(5 posts)

Final relay teaser;
intro to Team
Board Budder;
intro to Team
Everyday Wax
intro;
countdown hype
video

WEEK 10

Relay Event
Launch
(6 post)

Full video of the
Relay;
Commentary
from Riders;
Side-by-side wax
comparison;
Full race coverage

WEEK 11

Event Highlights
(6 posts)

Clips of reactions
from audience;
more footage
from crowd
coverage/riders;
best moments
recap;
thank you to
winners/riders

WEEK 12

Wrap & CTA
(5 posts)

Message from the
founders;
Community
montage;
Final CTA post;
recap of the 90
days;
emotional
highlight

Budgeting



Category	Amount (\$)	Percentage
Spark Ads	\$2,000	40%
Micro-Influencer Collaborations	\$1,500	30%
Creator Whitelisting	\$700	14%
UGC Challenge + Giveaways	\$500	10%
Retargeting (Final 3 Weeks)	\$300	6%
Total	\$5,000	100%



AI

CLAPTOOLS

Used to generate and analyze TikTok data, helping us understand engagement and audience trends.

POLO.AI

Assisted us in creating a short promotional video, streamlining the editing and creative process.

CHATGPT

Converted our data into tables and provide guidance and feedback on our ideas.



Thank you!

**Shred the powder with environmental care
and style in mind.**



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[LINK TO SLIDES](#)