

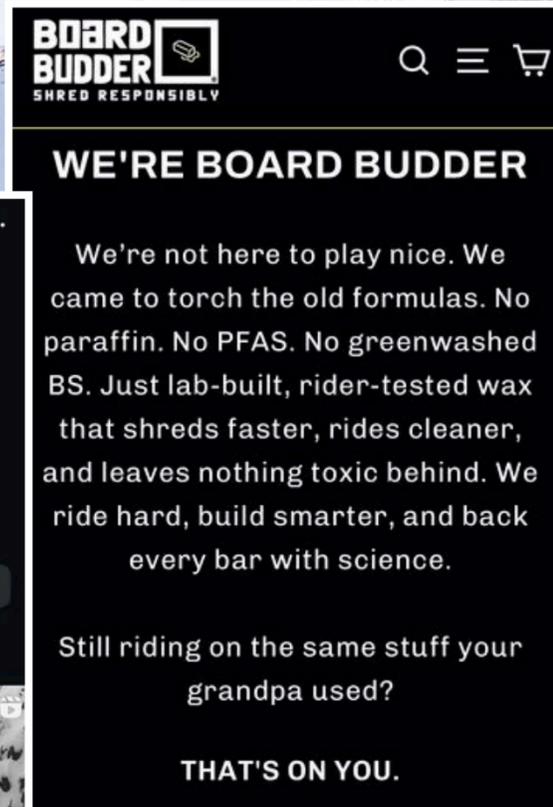
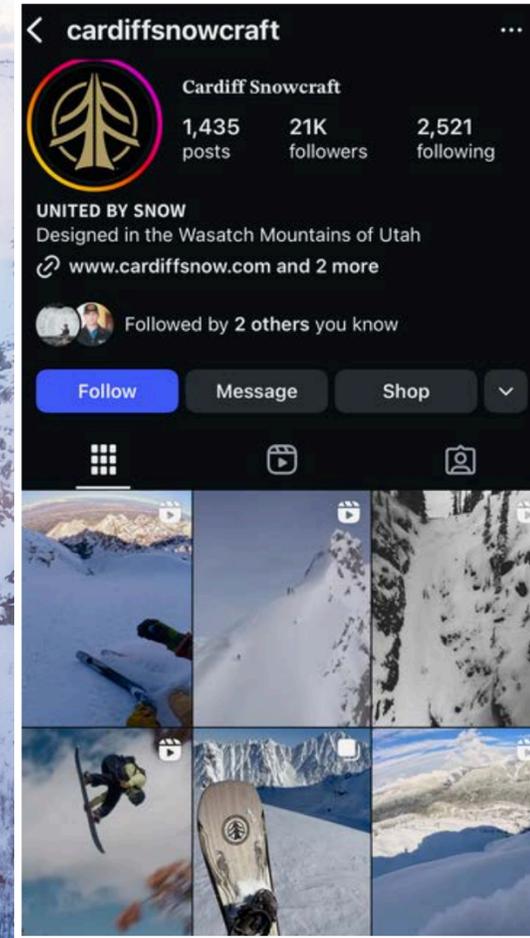
90 DAY TIKTOK STRATEDGY.



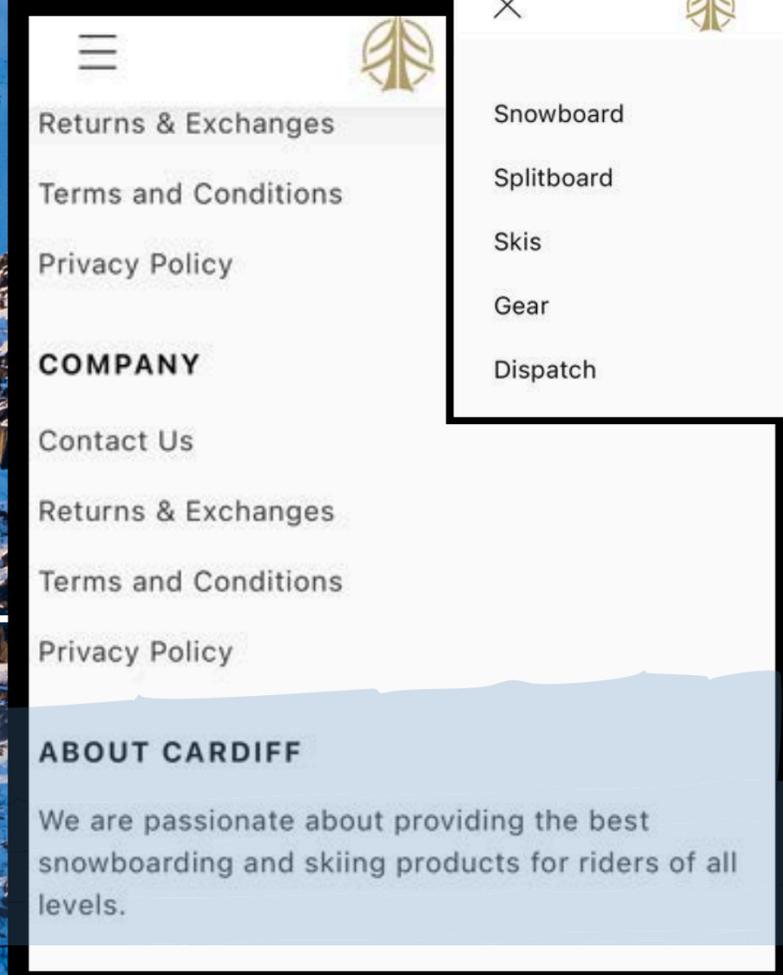
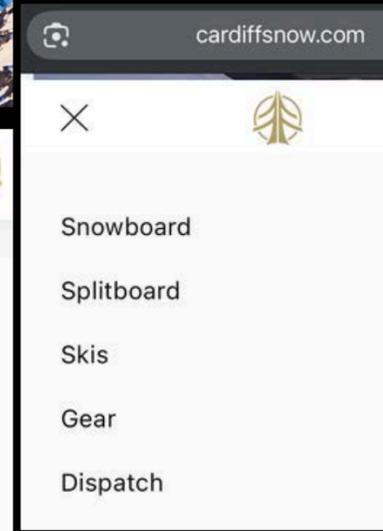
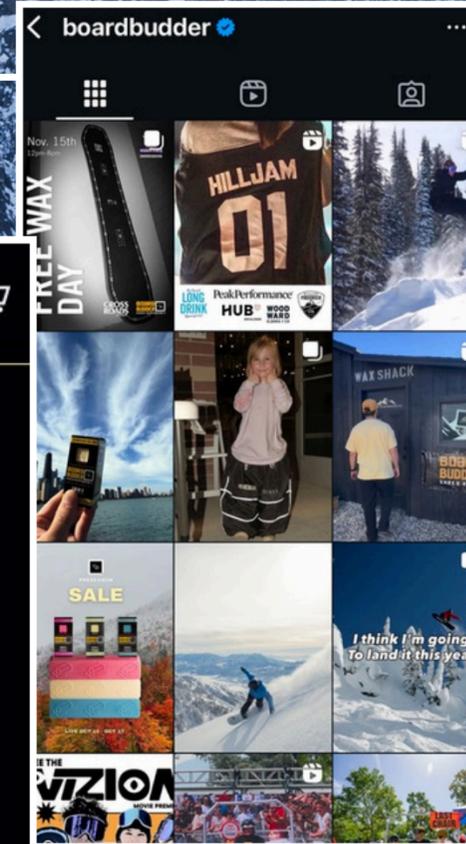
BRAND ANALYSIS'S

2023-24 season. In addition to a record 903-inches of snow, Utah drew 7.1 million visits that season.

Visits is a measurement of the number of times skiers, snowboarders, snowbikers, etc. used a day, season or comp pass to access a ski resort. It does not reflect the number of visitors to Utah's slopes during the season. According to Ski Utah's data, skiers made up 79% of the visits. Snowboarders accounted for 17% of visits, while the rest were made by telemark skiers and "other."



non-toxic means eliminating the petroleum, paraffin, and toxins that don't belong—in our wax or in the places we ride.



WHAT DO YOU NEED TO EMPHASIS



Customer Experiences

Skiing Content

Sustainability

Quality/Craft

MORE Awareness

Local Brand Aspects





Overplaying eco-talk: It's part of the story; not the whole story.



COLLABORATION FOUNDATION

IN OTHER WORDS..

WHAT DO YOU HAVE IN COMMON



QUALITY - ITS THE BEST

HOW ITS MADE - WHY ITS THE BEST

WHAT IT DOES FOR THE WORLD

WHAT IT WILL DO FOR YOU.

WHOS YOUR COLLABORATIVE TARGET CONSUMER ON TIKTOK.



Name: Kyle Thompson

Age Range: 22–35

Location: Mountain towns & outdoor hubs (Utah, Colorado, Oregon, Montana, Pacific Northwest)

Occupation: Freelance designer, tech worker, creator, or small business owner who values flexibility

Income: \$60k–\$100k annually — enough for premium gear, travel, and experiences

Psychographics:

Craves **individuality** but belongs to a tight-knit creative outdoor community

Sees their snowboard as a **form of self-expression (design + performance)**

Loves **high-quality**, indie, story-driven brands

Buys based on vibe, **craftsmanship**, and **authenticity**, not hype

Motivations:

Express creativity through mountain lifestyle

Support independent, soulful brands

Own something **built with purpose and sustainability**

Connect with others who “get it” — soulful adventure seekers

Primary Target: Gen Z to Younger Millennials (Ages 20-32)

They're active snowboarders, digital natives, and trend amplifiers.

Even if some don't have the budget yet, they set the aesthetic trend that inspires others to buy.

They're most likely to create UGC (user-generated content) featuring your boards.

Secondary Target: Older Millennials (Ages 35-45)

Have buying power and loyalty once they find a brand that reflects their lifestyle.

They may not be on TikTok as much, but they engage when content feels craft-based, soulful, and design-forward.



Demographics & Skill Level

- **Age: 63.6% of respondents are aged 18–29, with smaller groups aged 30–40 (18.2%) and under 18 (9.1%).**
- Discipline: An **equal split** between skiers (45.5%) and snowboarders (45.5%), with 9.1% participating in both.
- Experience: **The majority (54.5%) identify as advanced**, followed by intermediate (27.3%), expert (18.2%), and no beginners.

Social Media Behavior / Most Engaged Content Type:

- **100% of respondents engage most with Reels**
- Long videos (54.5%)
- Pictures (45.5%).

Top Platforms for Snow Content:

- **Instagram (81.8%) is the primary platform.**
- YouTube (54.5%) and TikTok (36.4%) also play significant roles.
- Facebook (18.2%) is minimally used.

Who They Follow Most:

- **Pro athletes (63.6%) are the top followed accounts.**
- Friends & family (45.5%) and brand pages (45.5%) also hold influence.
- Only 18.2% said they follow influencers or YouTube channels.

Content Preferences / Series They'd Watch Continuously:

- **Tricks and Park-Related (63.6%) and Hard drop-ins (45.5%) content top the list.**
- Educational (27.3%)
- funny/comedic videos (18.2%).
- **Gear Content Appeal:**
 - **Gear reviews (54.5%) and maintenance tips (54.5%) are the most appealing.**
 - Product launches (45.5%) and comparisons (45.5%) also interest many.

Content Wishlist:

- Respondents requested more **cinematic footage, gear comparison videos, women athletes, trick/park clips, and local rider highlights (especially from Salt Lake City).**

Event Interests & Favorite Brands

Event Preferences:

- The top three event types of interest are **meet-ups, competitions, and film screenings** (each 54.5%), followed by workshops (27.3%).

Favorite Brands:

- **Burton** was the most mentioned brand, while others such as Armada, Salomon, and Black Diamond appeared once.

Future campaigns should emphasize cinematic storytelling, community involvement, and informative content to maintain long-term engagement.

SERIES CONTENT

“Board Art Diaries” → short clips showing the craft or story behind the boards. specifically the ART WORK. WHY are they high quality. Tell the story

“Meet the Makers” → showcase the creators, not influencers.

“Ride Stories” → slow-motion mountain clips with stories of crazy shred experiences,

“Stories on the hill” → Get to know the community through their stories (series)

“Before & After Ride Rituals” → a mix of humor and aesthetic routine content.

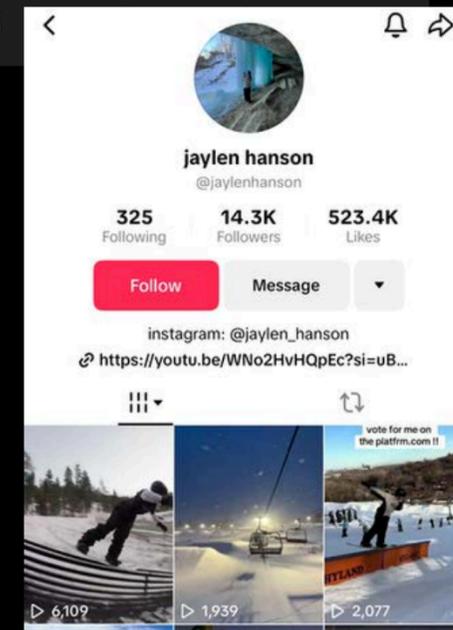
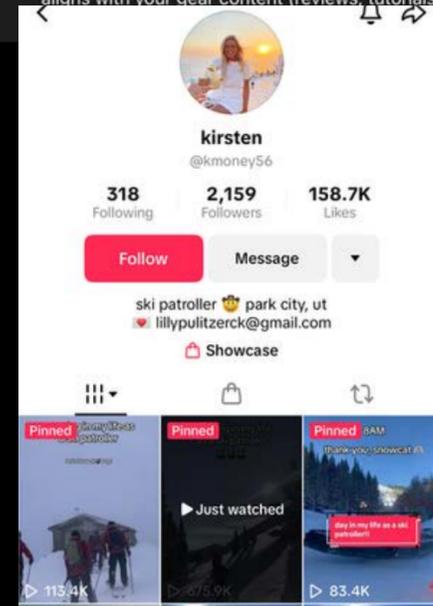
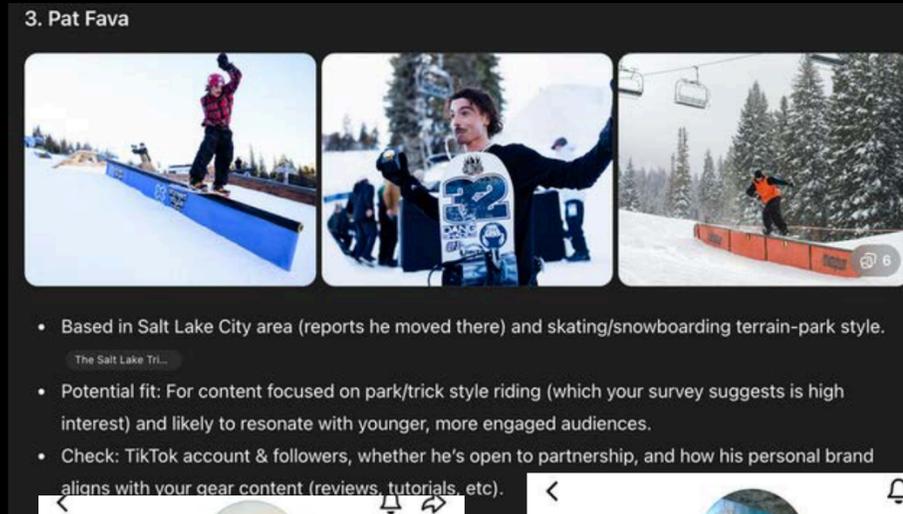
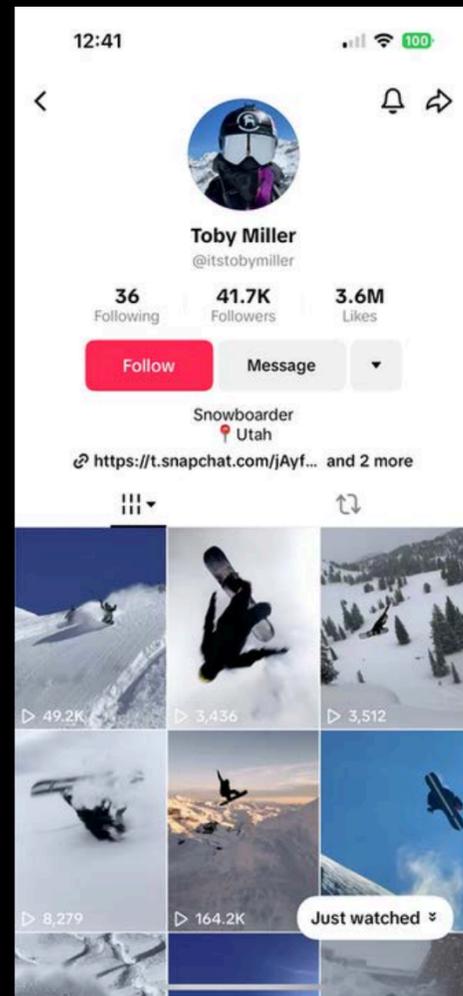
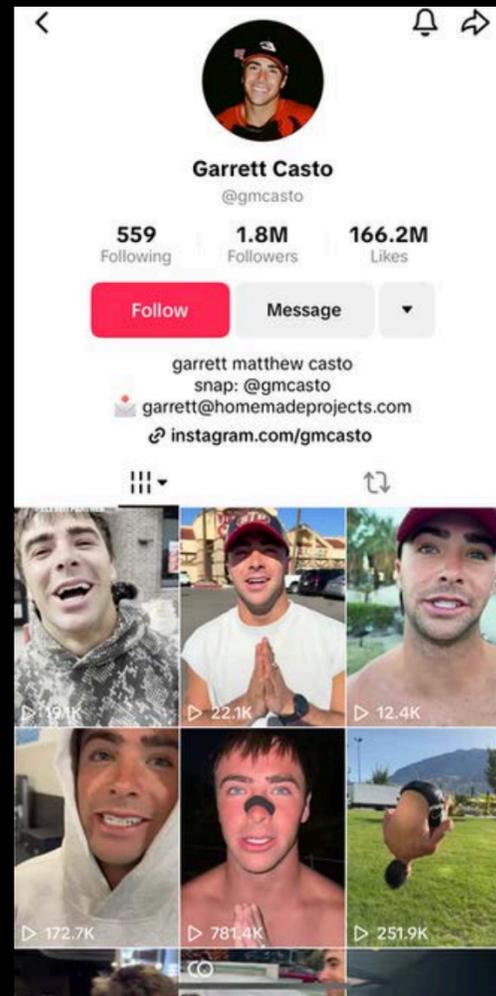
“What your board says about you” → personality-based viral trend.

“Trick Tuesday” → Partner with trick based local influencers who series their season at the park/drop ins using the board and wax

“What melts our wax” → Shoot a series of videos posting different unconventional ways to melt your wax on your board (make it funny)

PARTNERSHIPS ON YOUR PAGE - TELL THEIR STORY (WHY THEY USE THE BEST)

YOU! ↗



CHALLENGES - LAUNCH MINI-CHALLENGES EACH MONTH (E.G., "MOST CREATIVE POV RIDE" OR "SHOW US YOUR BOARD ART" "SHOW US HOW YOU MELT YOUR WAX")

START VIDEO SKI TRENDS WITH SPECIFIC SOUNDS

START DRAMA!

SKIING ASMR/ WAX/ SNOW ETC..

EXPLORING UTAH LANDSCAPES, RELATABLE TO GEN Z/GEN X

FAILS

**SPEED RADAR WITH THE WAX
"WAXED VS. UNWAXED CHALLENGE"**

Student ski/snowboard clubs at U of U + One Love Ski & Snowboard Club:

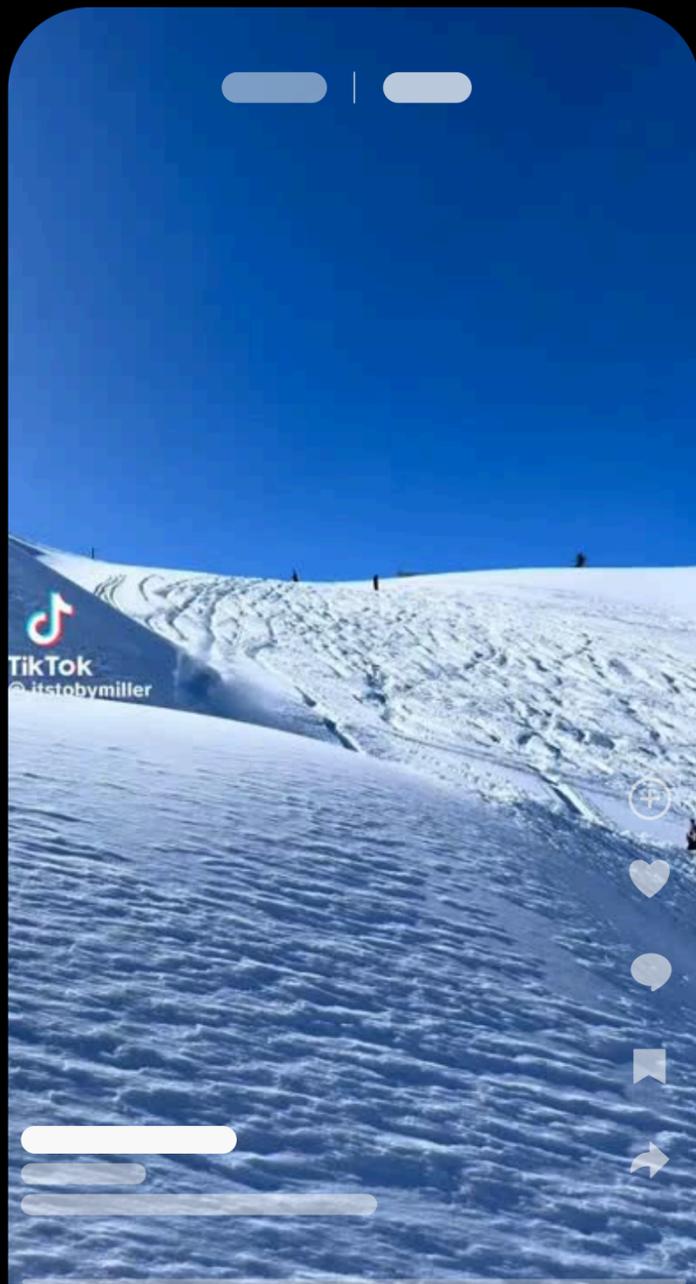
A student club open to all with an interest in snow sports at the U.

ONE LOVE SKI & SNOWBOARD CLUB

Utah Freeskier Society: Another major ski/board club on campus

Micro-Influencer Collaboration

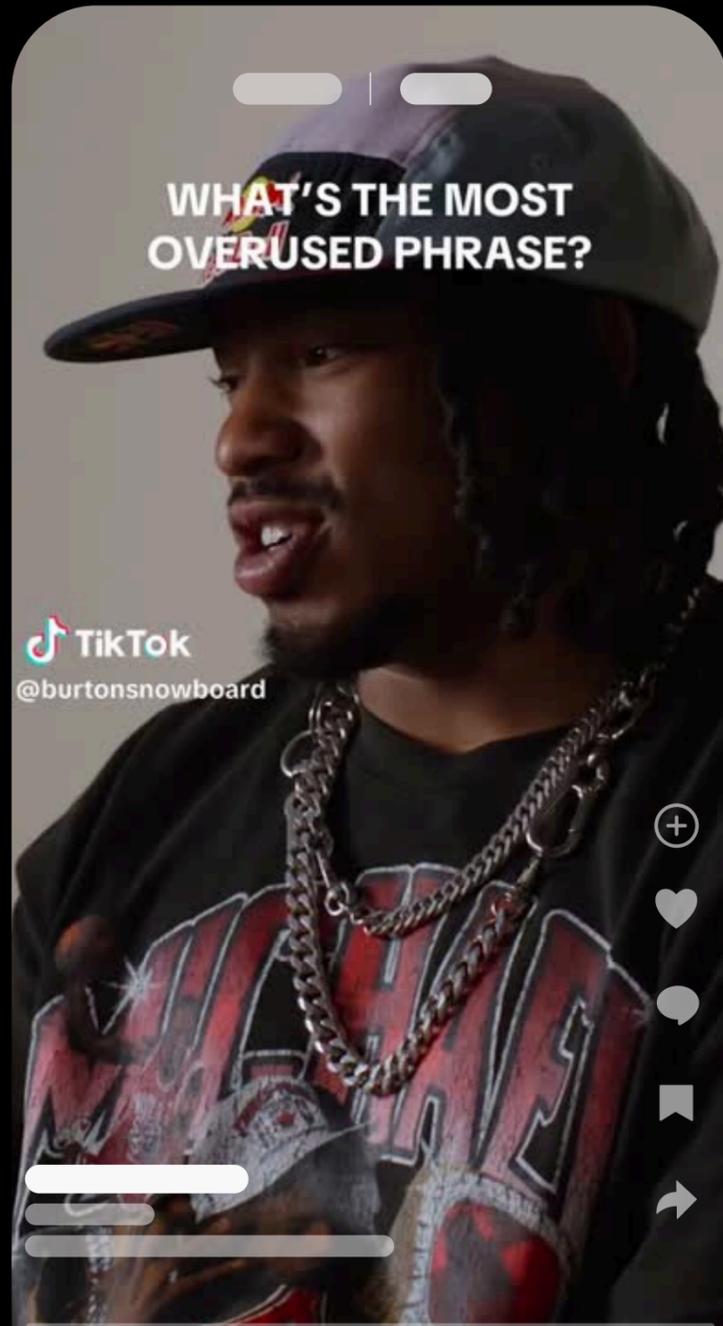
- Partner with 2-3 local TikTok snowboarders to create a serialized story arc over 90 days (e.g., tracking their season with your boards).
- Emphasize craftsmanship and personal expression over follower count



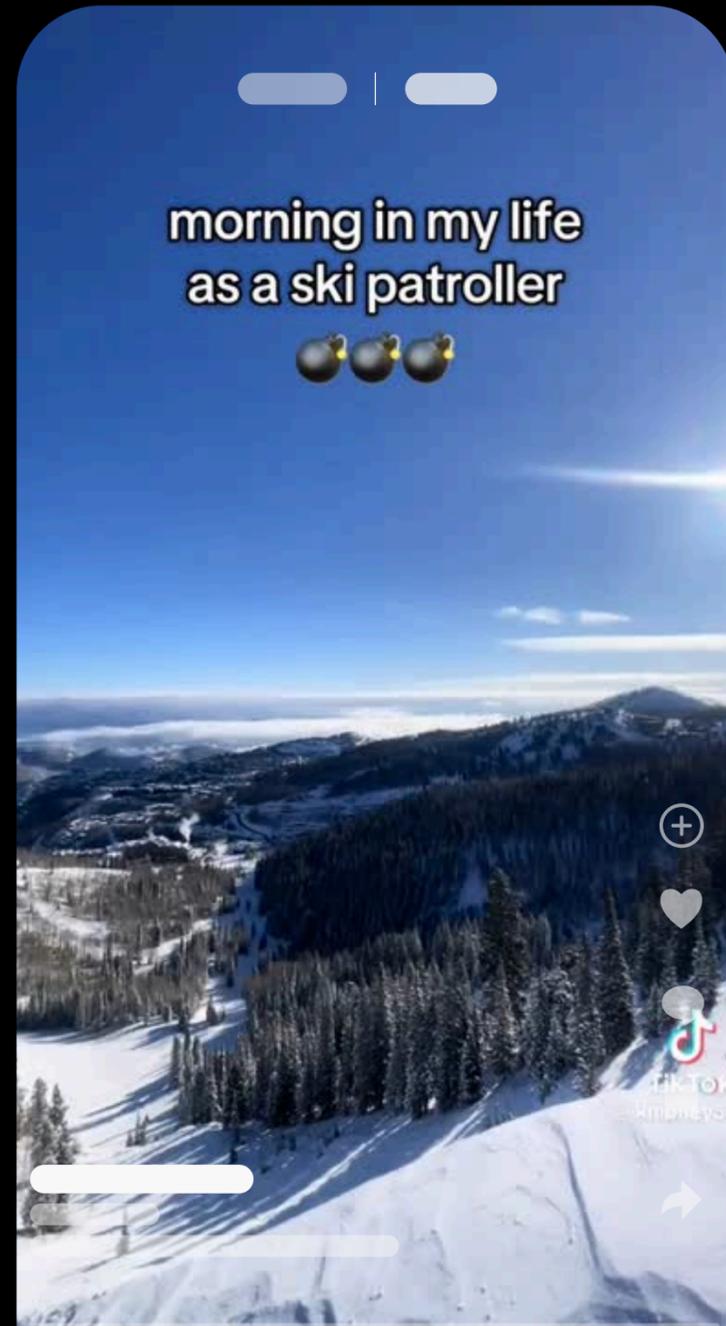
#Peakcinema



#besteditsteez



#boardcommunity



#DITL

official 90 day content calendar/strategy layout

Phase	Duration	Focus	Example TikToks / Activations
Phase 1: Awareness & Tease	Days 1-30	Introduce board art, craftsmanship, and community (BUILD THE BRAND TEAM) How long will the wax last?	Board Art Diaries intro, Meet the Makers, first Ride Stories, hashtag challenge launch with student clubs
Phase 2: Engagement & Community UGC	Days 31-60	Feature UGC, Trick Tuesday series, personality trends (START TRENDS)	Stitched videos from clubs, POV ride collabs, Before & After Ride Rituals, viral trend participation
Phase 3: Deepen Brand Loyalty & Storytelling	Days 61-90	Highlight ongoing adventures, craft, and club collaborations (Late season commitments - time to wax!)	Extended Ride Stories, "What Your Board Says About You" trend videos, recap of community content, teaser for next season/event

Engagement Strategy

1. Duets & Stitches - Duet with community members' POV rides or trick videos.
2. Comment Engagement - Reply to comments with tips, humor, or behind-the-scenes insight to deepen connection.
3. Challenges - Launch mini-challenges each month (e.g., "Most creative POV ride" or "Show us your board art").

Performance Metrics

- Reach / Views: Track growth week over week.
- Engagement: Likes, shares, comments, duets, stitches.
- UGC Contribution: Number of student/club submissions.
- Follower Growth: Brand & collaboration accounts.
- Click-throughs / Link in Bio: If boards are featured for purchase.

Key Success Drivers

1. Authenticity - Avoid influencer-only content; show real creators and riders.
2. Cinematic quality - Emphasize slow-motion, POV, and well-lit production.
3. Community integration - Student clubs and local riders drive relatability and virality.
4. Narrative consistency - Stick to series content for predictable, bingeable TikTok scheduling.
5. Trend integration - Occasionally leverage viral sounds or TikTok memes in a way that aligns with brand aesthetics.

PAID MEDIA & BUDGET SIMULATION TOTAL TEST BUDGET: \$5,000

PROPOSED ALLOCATION:

Category	Description	Budget (\$)	Goal / KPI	Estimated Performance	Expected Impact
1. Local Influencer Collabs (10 total)	Partner with 10 Utah-based ski/snowboard creators for authentic product-use content. (Avg. \$250–300 each)	\$2,700	Reach, authenticity, and community credibility.	Est. Reach: 150,000–200,000 Engagement Rate: 6–8% Follower Growth: +2.5–4k	Builds strong brand association with trusted local voices.
2. Monthly UGC Challenge Trend Ads (3 months)	Launch one big “trend-starter” ad per month (e.g. #WaxedForWinter or #BestLineChallenge). Incentivize users to post their own clips.	\$1,000	UGC volume, hashtag virality, and engagement.	Est. Reach: 200,000–250,000 UGC posts: 300–500 Engagement Rate: 8–10%	Generates community buzz and organic reposting momentum.
3. Product Placement / Cinematic Edits	Shoot cinematic clips with product focus (e.g., slow-mo jumps, board prep, wax shots). Boost as paid ads and repost to TikTok + Reels.	\$800	Drive premium feel and credibility.	Est. Reach: 100,000–150,000 CTR: 1.5–2%	Elevates brand identity and builds shareable ad content.
4. Paid Boosting of Influencer Content	Use paid TikTok/Meta boosts on high-performing creator posts to reach new	\$500	Engagement amplification, reach extension.	Est. Lift: +20–25% reach/ER Est. Add'l Reach: +75,000	Extends campaign lifespan and increases exposure beyond local base.

FOR TIKTOK:

- “ADVERTISING ON TIKTOK IN 2025” REPORTS AN AVERAGE CPM AROUND \$6.21 IN JUNE 2025. ENRICH LABS+4GUPTA MEDIA+4DARKROOM AGENCY+4
- ANOTHER SOURCE GIVES A BROADER CPM RANGE FROM \$4.20 TO \$9.00 FOR 2025. DARKROOM AGENCY+1
- DATA FOR CPC (COST-PER-CLICK) ON TIKTOK: MEDIAN AROUND \$0.99 AS OF APRIL 2025.

WHEN YOU ALLOCATE, FOR EXAMPLE, \$3,000 TO TIKTOK ADS, YOU CAN SUPPORT THAT BY SAYING: “BASED ON INDUSTRY BENCHMARKS SHOWING A TIKTOK CPM OF ~\$6–9 (OR \$6.21 AVERAGE) IN 2025, A \$3,000 SPEND IMPLIES ~333K–500K IMPRESSIONS (3,000 ÷ (6–9/1000)).”

90 DAY TIKTOK STRATEDGY.

LETS RIP.



AI dedication page,

helped define a logical target demographic by comparing contrasting both companys target persona and combining to the middle client.

AI tools (ChatGPT, powered by GPT-5) were used to assist in structuring the campaign, analyzing survey data, and developing data-backed metrics and projections.

The AI synthesized audience psychographics, TikTok benchmark CPM data, and content insights into a cohesive 90-day strategy and budget simulation.

All creative concepts, such as “Board Art Diaries,” “Trick Tuesday,” and “Stories on the Hill,” were co-developed through AI brainstorming guided by human input.

Final decisions, creative direction, and strategy emphasis were made by the project author to reflect authentic brand tone and local community goals.

Pictures in the slides were enhanced with AI