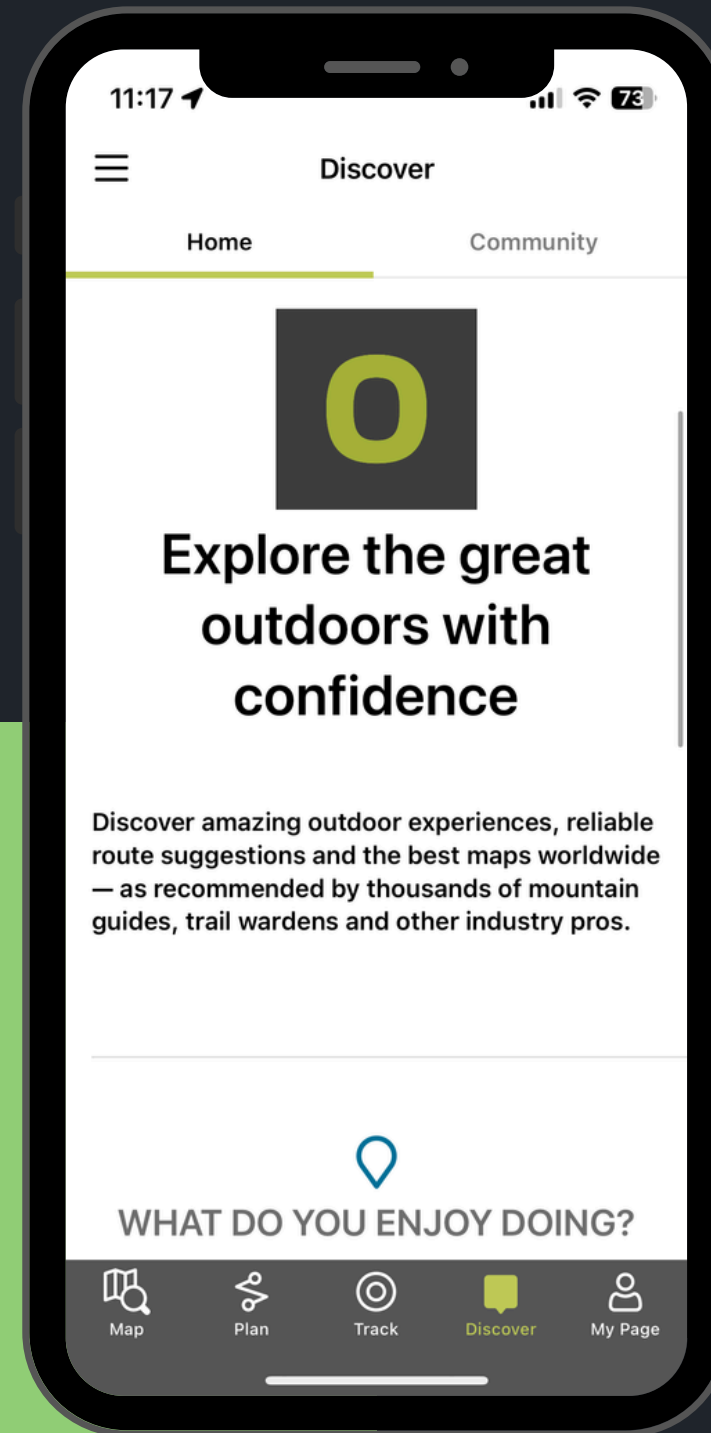
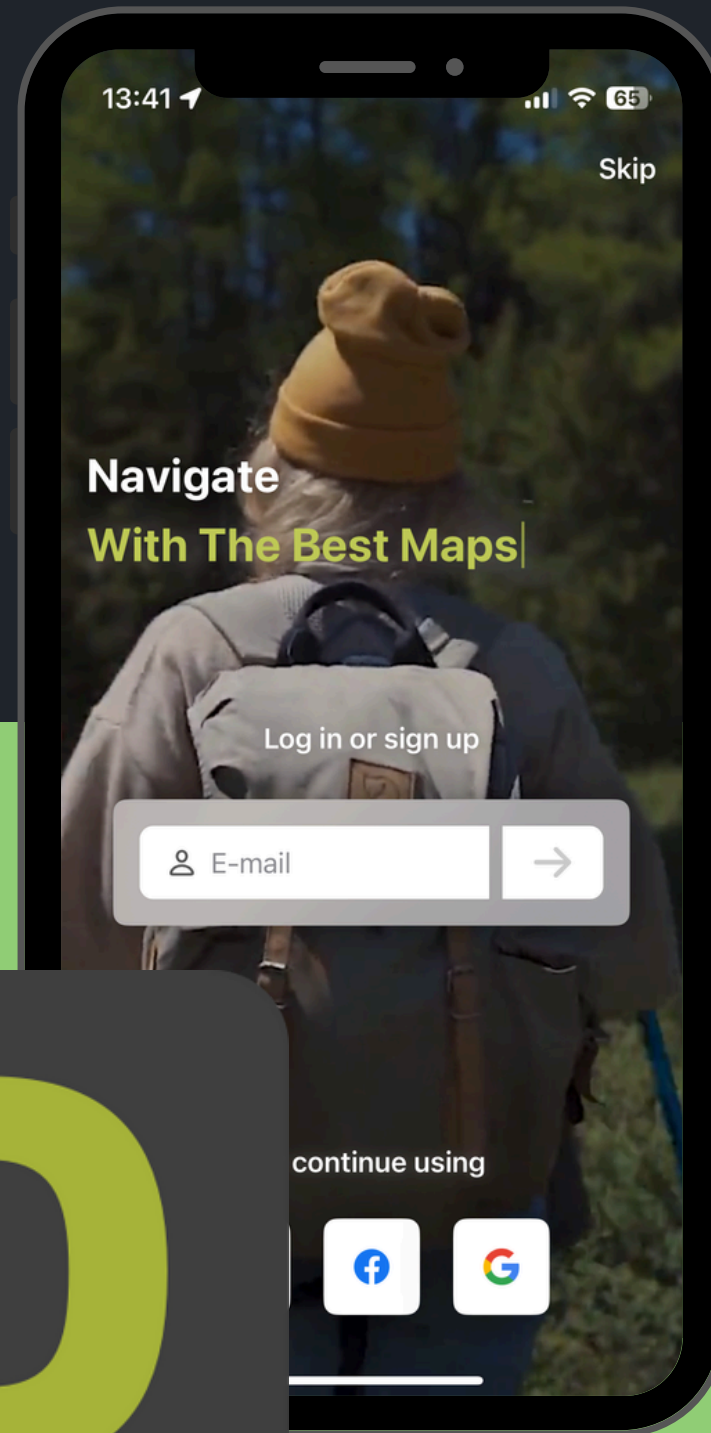


OUTDOORACTIVE



Rebranding Outdooractive

REDEFINING EUROPE'S OLDEST
OUTDOOR NAVIGATION
PLATFORM

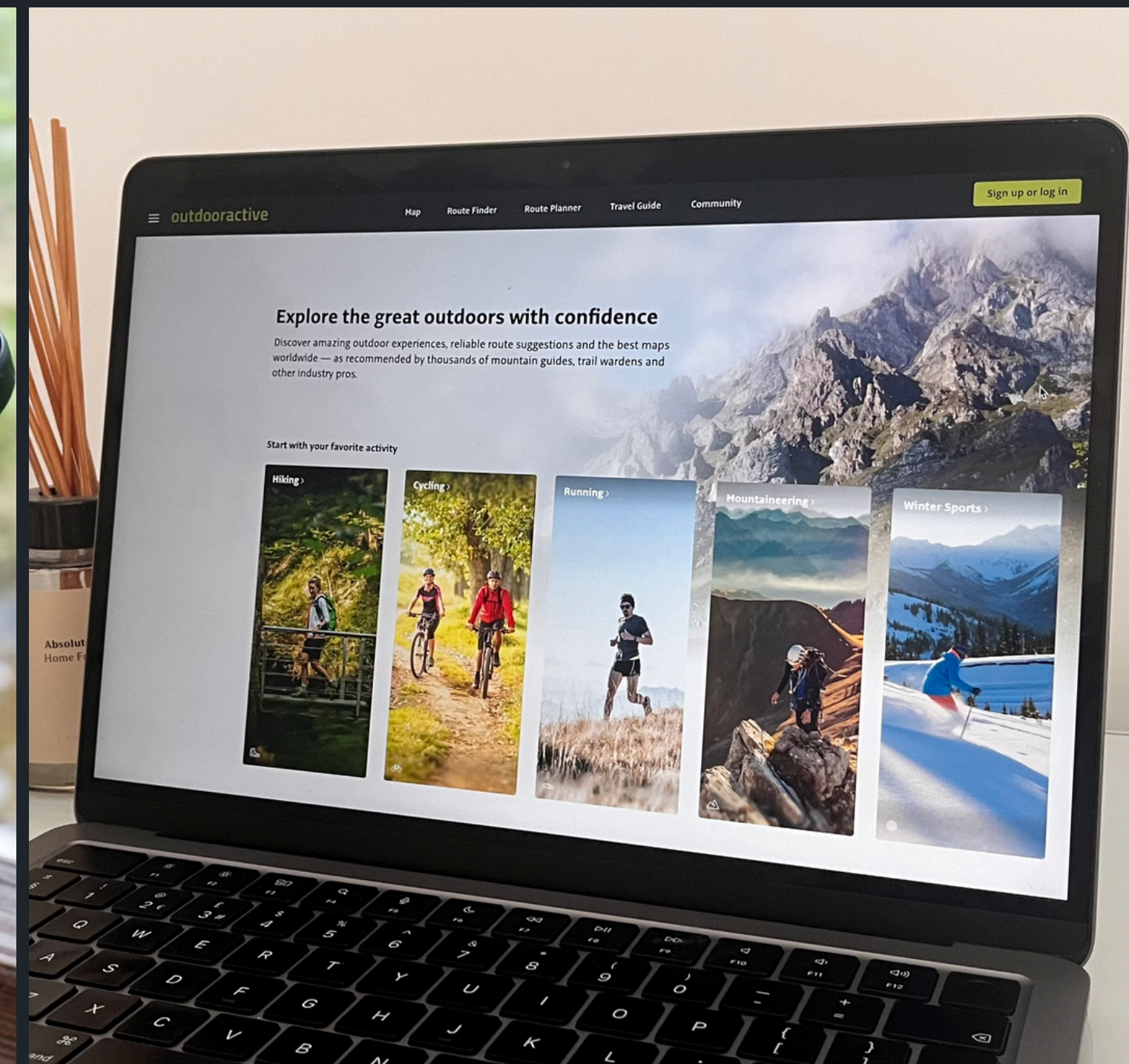


OUTDOORACTIVE

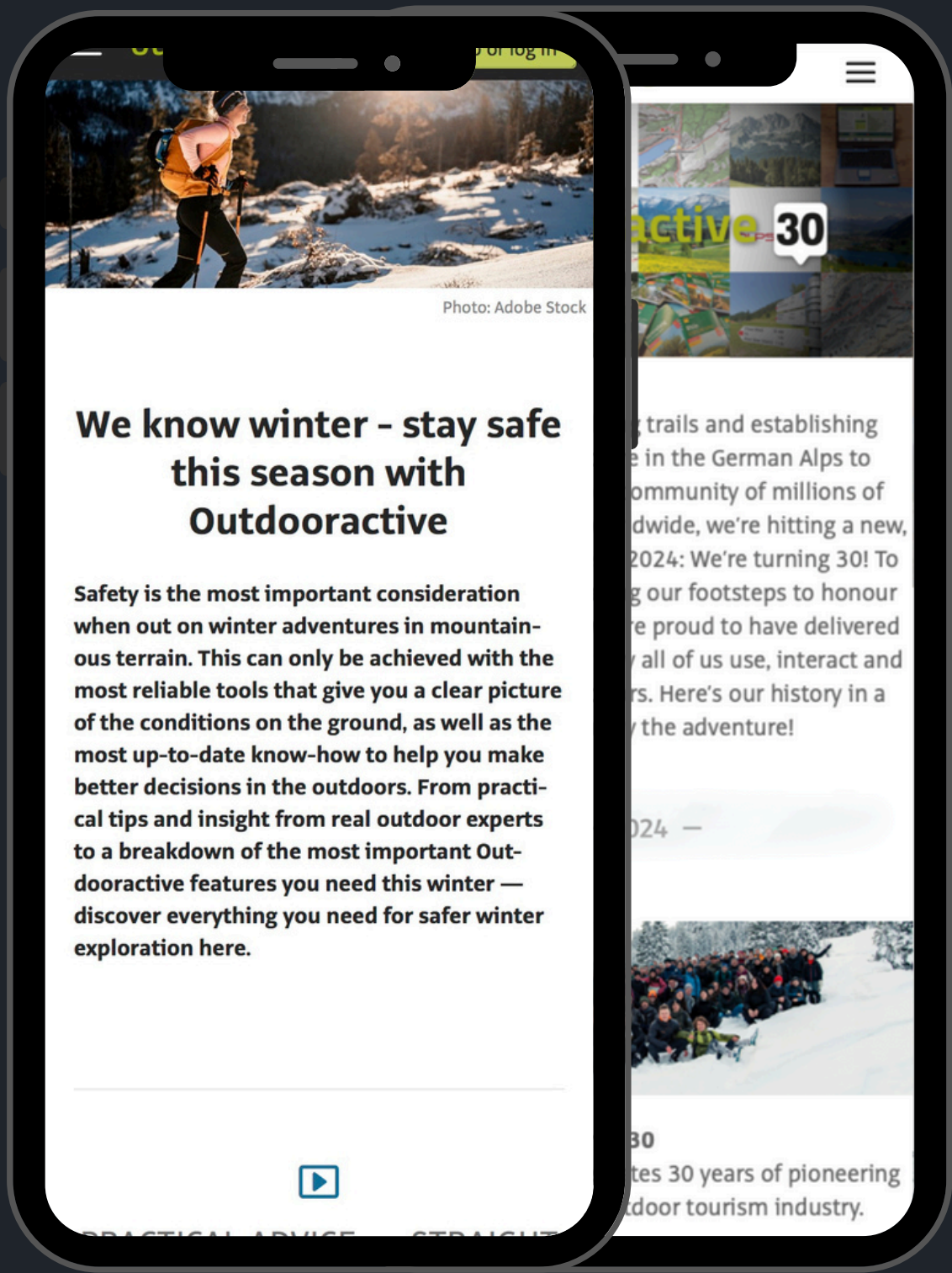
Project Overview

A bold new positioning and brand DNA

Home to expert maps and professional-grade route planning tools, Outdooractive is the most reliable platform for outdoor inspiration and navigation — more so than any other out there. To better represent this, I strategically redefined Outdooractive's brand positioning and communications strategy, to allow the brand to communicate consistently and with discipline — all to convey a **lasting sense of trust.**



Acheivements



Development

Led strategic rebrand

To better respond to the changing expectations of the market post-pandemic, I led a strategic rebrand of the entire organisation that better leaned into Outdooractive’s USPs.

Establishment

Relaunched homepage

Redesigned Outdooractive.com in line with the brand’s new DNA — all to instil a lasting sense of trust.

Communication

We Know Winter campaign

Defined and led the execution of a strategic integrated winter campaign that brought Outdooractive’s utility to life across socials, media, email and CPI campaigns.

Defined strict guidelines

Created new styleguides, image guidelines, and tone of voice packs, and held regular all-hands seminars and brand workshops to educate the whole team on their use.

Updated app store presence

Rebuilt app store presence to better represent new positioning. Update resulted in a 40% uplift in installs on average.

Outdooractive@30 campaign

Defined and led the execution of a strategic 12-month-long 30th birthday campaign to communicate Outdooractive’s long history. Story was brought to life across socials, media, email and CPI campaigns.

OUTDOORACTIVE

Case Study: We Know Winter Campaign

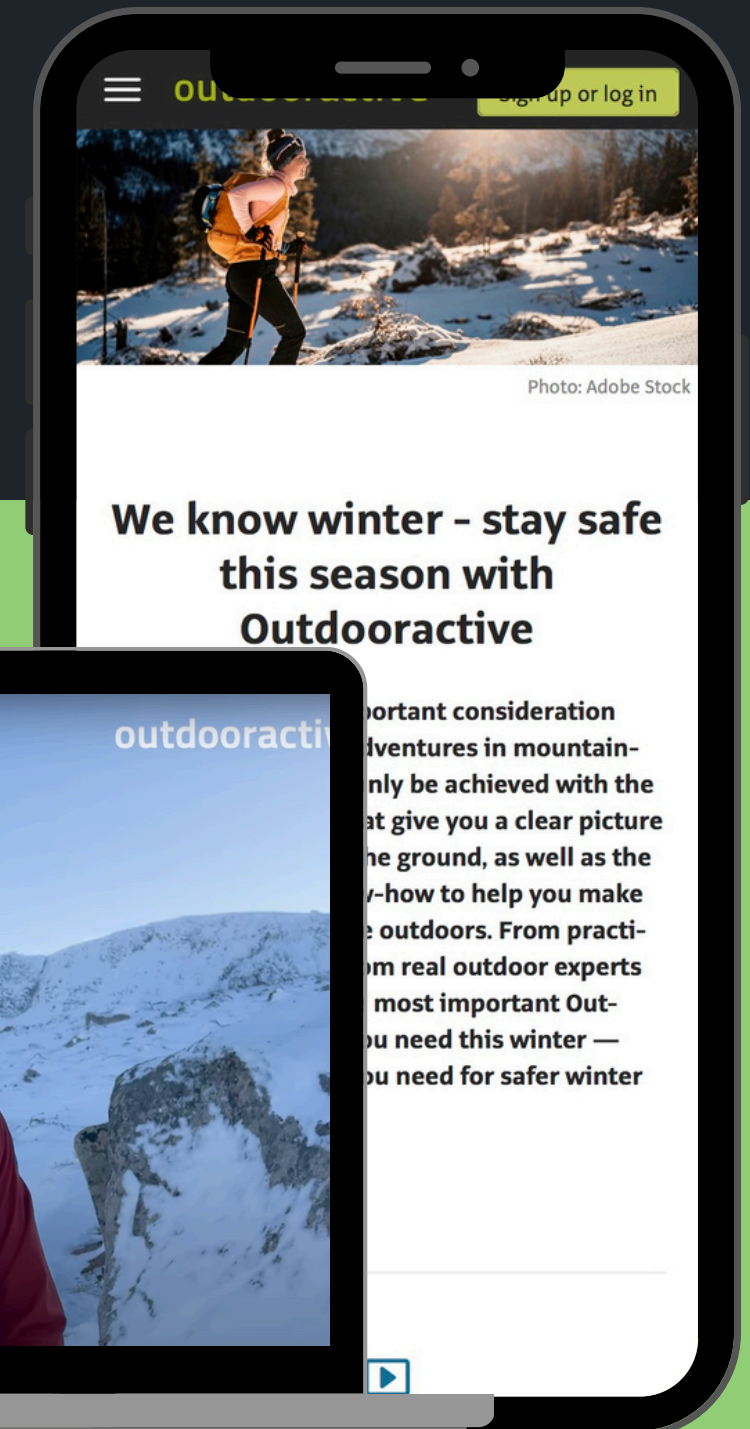
AN INTEGRATED COMMUNICATIONS CAMPAIGN DESIGNED TO CONVEY TRUST

To show how Outdooractive truly is the most reliable platform for outdoor inspiration and navigation, I devised an integrated comms campaign where we leveraged the reputation of established industry pros to tell this story for us.

As a part of this, we interviewed several winter outdoor professionals to get their take on why they trust Outdooractive, travelling to numerous destinations across Europe and conducting shoots in harsh environments.

The campaign was rolled out worldwide on socials, via email, through press releases, CPI campaigns and media partnerships.

“
*The people you trust to
keep you safe outdoors
trust Outdooractive.*



Case Study: We Know Winter Campaign

MECHANICS

The campaign was rolled out between December '23 and April '24. It comprised regular social posts, a series of press stories, engaging and informative videos, high-budget CPI campaigns and fortnightly emails to our pre-existing community.

HOW THE CAMPAIGN PERFORMED

- ↑ Social media engagement increased by 8% on average (to an all-time winter high).
- ↑ First-time app installs increased by 34% and we recorded a 14% uplift in user retention.
- ↑ Pro/Pro+ subscriptions increased by 30% YOY between January and April '24.

