



Online Strategy for Wildcraft

Agency: Why Axis

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Company profile

Known for providing quality gear to India's young and restless; Wildcraft's product repertoire includes Gear, Clothing, Equipment, Apparel and Footwear for Adventure, Travel and Urban Outdoors. Wildcraft is India's # 1 outdoor brand having established a category that is unique in the Indian market serving over million customers and available in over 50 key Indian cities.

Problem statement

2012 saw Wildcraft launching a range of products that were not directly adventure goods. The movie placements with Jab Tak Hain Jaan and Chennai Express also ran the risk of making the brand extremely mainstream. The need of the hour was to connect with the core audience to maintain the Brand ethos.

Idea evolution

- The personal metrics sub culture - people seeking to measure things on how they are doing gives a reason to come back (LinkedIn, good reads, Nike - all of them have a personal metrics on how you can improve your score)
- Nike: overall brand: inspiration and innovation for every athlete in the world. Fuel: To measure of your athletic life. Nike words ; Calculate, compare, compete :
- The important parameters Nike has used : Visualize progress, interact with friends, motivate yourself, share
- For us - The measure of adventure could give reason to come back. Also fits in (subliminally) with personalization we have followed at Wildcraft - the journey is within and personal

Creation of GFL

- The need to generate a community building exercise to connect with core audience (Adventurers, Travelers etc)
- Linking the same to offline audience to increase footfall

Why-Axis and the Wildcraft team initiated a survey done with current and potential customers to narrow down on a brand persona to communicate with the audience in the online front via

- Social media (FB, twitter, LinkedIn and pinterest)
- Newsletters and internal communications
- Customer service (chat/email)

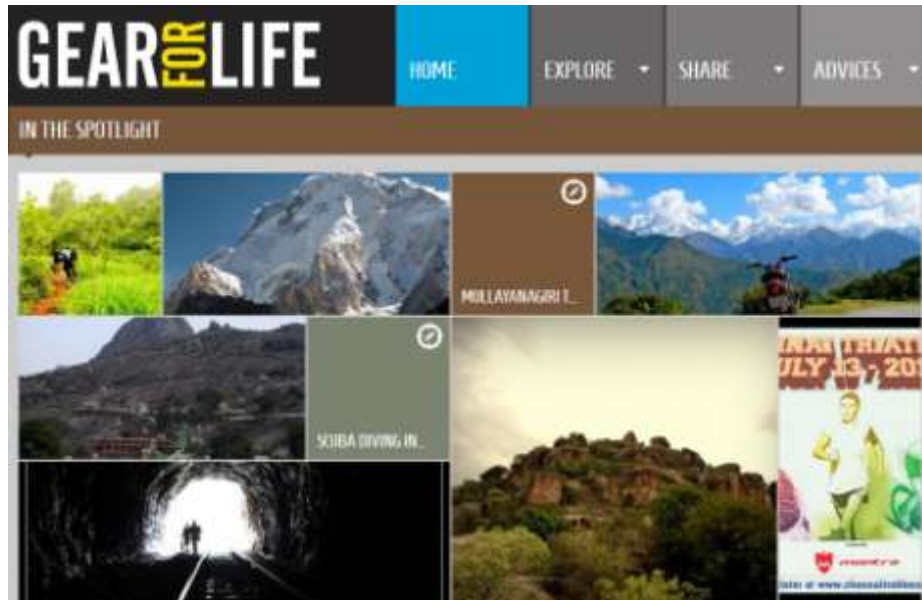
Establishing a tone of voice to create a strong set of do's and don'ts

Why Axis helped in narrowing it down to establishing a portal that would cater to the needs of adventure enthusiasts as well as potential customers.

Implementation

Launch of “Gear for Life”

GFL is an adventure platform where users can come inspire, inform & interact in the form of share/explore an adventure, share/explore an event and address/post an advice.



Result

Using custom data collection forms on the GFL website, Wildcraft was able to mash-up User engagement data with the contact information provided by users to target their most engaged users and reward them.

Wildcraft is able to create and launch a richly engaging custom website with an **engagement rate of 80%**, an average **engagement time of over 10 minutes**, and collect targeted user data using the content provided and strategy provided by the agency.