

ENGAGING TODAY AND TOMORROW'S GENERATION OF PARK USERS



MYRIAN SOLIS CORONEL



**YOU'RE A WHAT?
A CO-OP?**



**WE INSPIRE, EDUCATE AND OUTFIT
FOR A LIFETIME OF OUTDOOR
ADVENTURE AND STEWARDSHIP**



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HOW THE REI CO-OP HELPS PEOPLE LIVE AN OUTDOOR LIFE





MEMBERS

One of the ways we know we are connecting meaningfully is to see how many new members join our community. Each and every REI member is an owner of the co-op.

2010

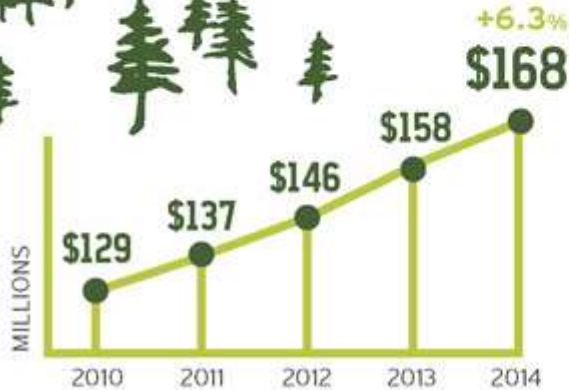
4.4 M

Active members

2014

5.5 M

Active members



DIVIDENDS



Sharing the benefits of the work we do is one of the founding principles of being a co-operative. At the simplest level, when the co-op performs well, we share with our community and help them to enjoy more of their life outdoors.



THE FUTURE IS HERE





- 235M (18+)
- 31% People of Color
- 54% Under 40
- 51% Female

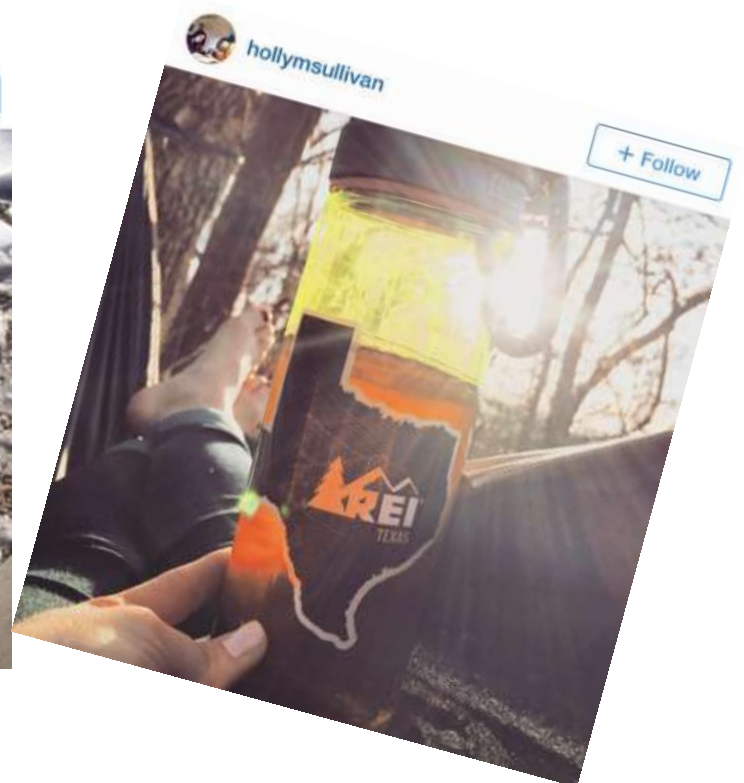
- Historical Focus: Increase diversity in the outdoors: mission-driven, long-term, non-profit, under-served



- 113M Outdoor Enthusiasts (18+)
- 32% People of Color
- 50% Under 40
- 53% Female

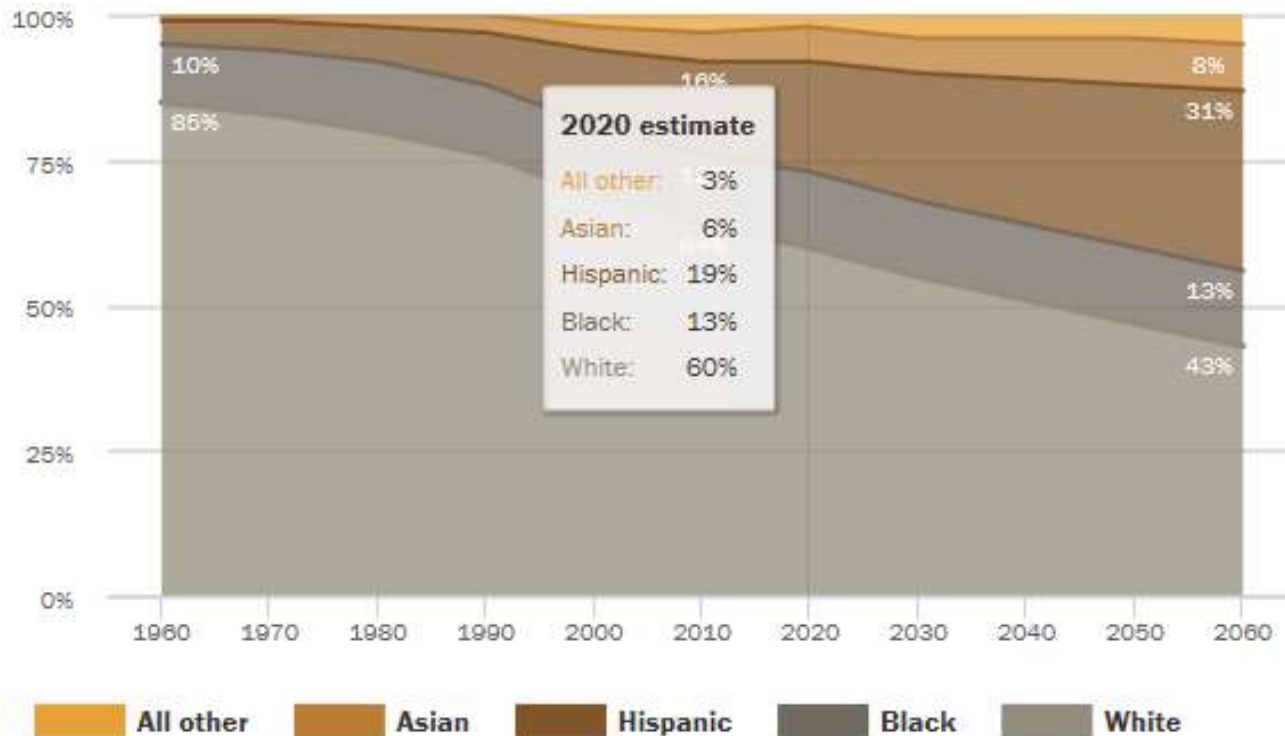
MAJORITY-MINORITY STATES

- California, Hawaii, New Mexico, Texas and District of Columbia



Changing Face of America

Percent of total U.S. population by race and ethnicity, 1960-2060



REI'S APPROACH TO ENGAGING WITH MULTICULTURAL AUDIENCES



MULTICULTURAL

SHORT AND LONG TERM APPROACH

Marketing

Supporting the business

Philanthropic

Inspiring the next generation



GIVING

AT REI

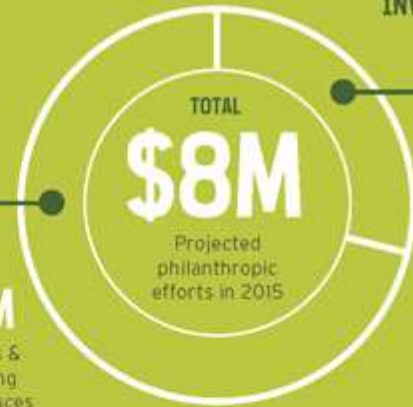




ACCESS TO OUTDOOR SPACES

At REI, our not-so-secret goal is to get as many people into the outdoors as possible. So when the co-op performs well, we share with our community to help them enjoy more of the outdoors. Last year we invested in 300 nonprofits and 600 inspiring places.

\$5.9M
For access & maintaining outdoor spaces



INVESTMENTS

\$2M+
Large one-time grants from REI Foundation



WE BELIEVE A LIFE OUTDOORS IS A LIFE WELL LIVED.

We don't focus on maximizing share value because we don't have shares. Instead it's our shared values that grow our community in stores and online.



GIVING

SUPPORTING NON-PROFITS

- Local Grants
- In-Kind
 - Community space
 - Gear donations
 - Promotion
- Stewardship
- REI Foundation



MULTICULTURAL MARKETING

AT REI



**THE NEW
NUMBERS
ARE IN.**



RECREATION PREFERENCES





MULTICULTURAL DIFFERENCES CAN BE ADDRESSED WITHIN REI'S COMPETENCY SET

% agree

Participants			
White	Latino/a	Black	Asian
(2511)	(477)	(352)	(442)

I participate in outdoor activities primarily to keep me physically fit	47	50	65	62
I only participate in outdoor activities when the weather cooperates	52	59	64	62
It's important for me to look good when participating in outdoor activities	33	46	46	49
Participating in outdoor activities is more work than pleasure	14	24	26	30
I do not feel safe in the woods, away from civilization	15	23	27	12



SO WHAT?

- Challenge the myths. We did.

Myth #1: *People of color don't recreate outdoors*

Myth #2: *Cost is a barrier*

Myth #3: *Safety is the primary barrier to people of color participating in outdoor recreation*

- Be relevant.
- Meet your (would-be) customers where they are. Don't expect them to come to you.



**TARGETING THE US HISPANIC
MARKET IN CULTURALLY
RELEVANT WAYS WHILE
STAYING TRUE TO THE REI
BRAND**



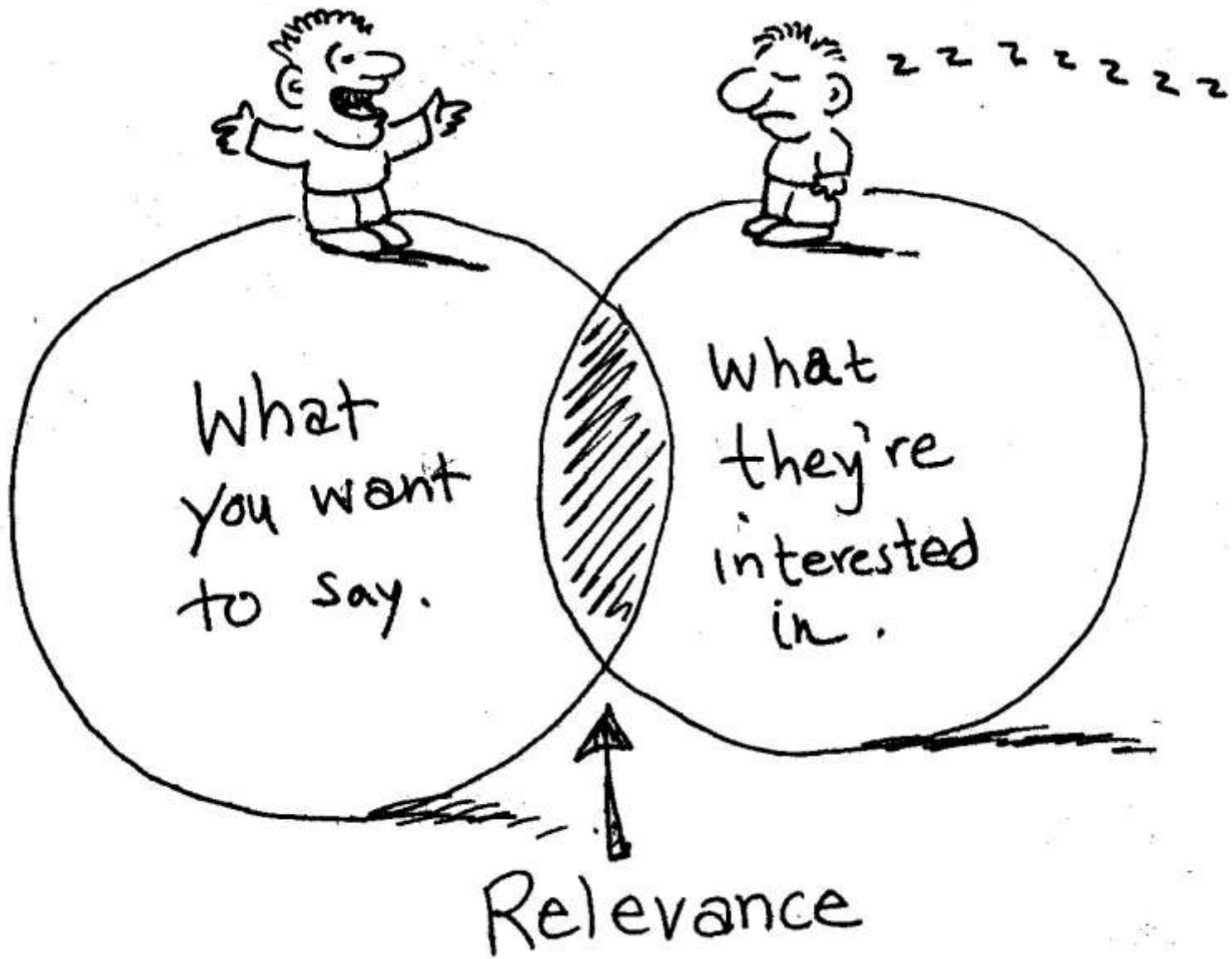


38%



- **BREAK THROUGH THE NOISE**
- **BUILD EMOTIONAL CONNECTION AND AFFINITY FOR THE BRAND**



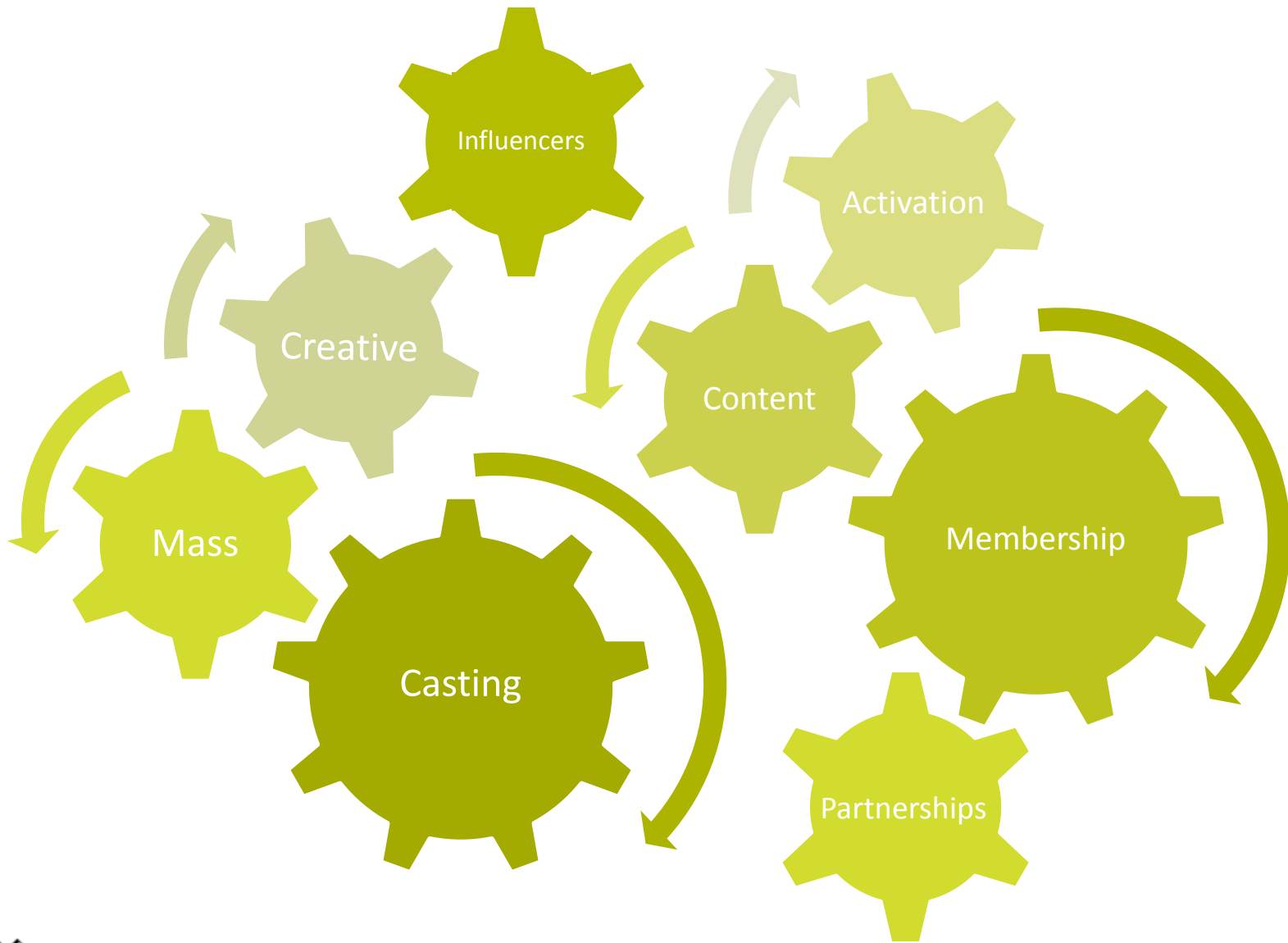


MULTICULTURAL MARKETING

RELEVANCY

- Creating trust
- Authentic
- Cultural nuances





MASS MEDIA AND CREATIVE



DA EL REGALO DE ALEGRÍA
rei.com
 Con nuestra gran selección de marcas de aventura.



LET'S CAMP


SÚBELE EL VOLUMEN AL CAMPAMENTO

>Create a rocking home away from home for you and your friends anywhere you go with REI outdoor gear.
 Visít a REI y ¡que siga la fiesta!

[SHOP NOW](#)

 **TAKE YOUR TRAINING FURTHER**
[FIND A STORE >](#)

ENG 320K50

 **LLEVA TU ENTRENAMIENTO MÁS A FONDO**
[FIND A STORE >](#)

SPA 320K50

1. **GIVE THE GIFT OF**
 2. **GIVE THE GIFT OF STOKE**
 3. **THE SEASON OF STOKE**
 4. **THE GIFT OF STOKE**
 5. **STAY THE COURSE**
 6. **STAY THE COURSE**

300K600 ENG

CELEBRATE THE PEOPLE WHO GIVE BACK
#GIVESTOKE
 THEY COULD WIN \$2,500 IN GIFT CARDS!

 [NOMINATE >](#)

INFLUENCERS

Ozomatli shared a link.
July 29 · Edited

Don't forget to enter our contest to win some cool REI camping gear! To enter, leave us a comment on this post answering the question: What is your favorite camping memory? (Entries must include #letscomp and be received by 9/01/14) Let's C... See More



REI Let's Camp Contest!
ozomatli.com

We've teamed up with REI to offer fans the Ultimate REI Camp Package! To enter contest, leave a comment telling us what your favorite camping memory is. Entries must include #letscomp.

64 Shares

Unlike · Comment · Share

You, Stephanie Lloyd, Cha Contreras, Christine Moore and 891 others like this.

YouTube



Ozomatli Goes Camping

REI
Subscribed

214,651

+ Add to · Share · More

MULTICULTURAL

PARTNERSHIPS

Through our national partnerships we **engage** outdoor enthusiasts in **culturally relevant** ways to drive **brand awareness, engagement and traffic**





**AT THE END OF THE
DAY ...**



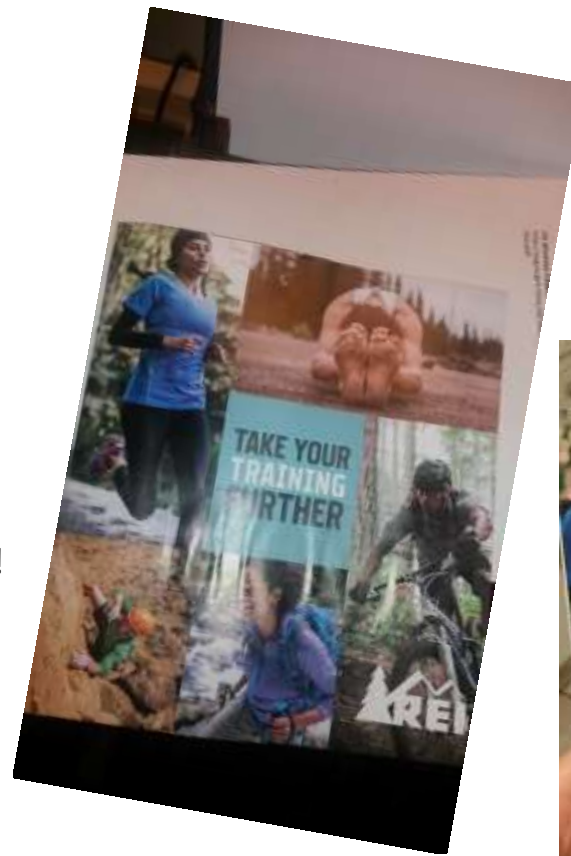
From: Victoria

Date: January 14, 2015 at 8:55:01 PM

Something amazing came in the mail the other day ...

It was a card about being a member with REI and a bonus. BUT THE GIRLS ON THE COVER WERE BROWN. THEY LOOKED LIKE ME. It was amazing! I was yelling across the house to Russell, "REI listened. They really listened!! They're brown!!!"

I need to post it, because it really made my heart smile!



From: Graciela

Date: March 5, 2015 at 10:38 PM

Hi Myrian,

I meant to email you last week when I got my new REI catalog but I got distracted. I must say I am very impressed with the diversity in it. I love the yoga girl. :)





THANK YOU!

MYRIAN SOLIS CORONEL

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