

# Black Diamond Equipment: Summer 2026 'The Echo Chamber' Promotion Strategy Report

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## Executive Summary

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**Promotion:** Summer 2026

**Timeline:** 21/06/2026 to 31/08/2026

**Products:** Distance 15 Backpack, Men's Finline Stretch Shell, Men's Access Down 2.0 Hoody

**Campaign Theme:** 'The Echo Chamber,' with the slogan 'Hear the Mountain. Find Your Voice.'

**Pricing:** 25% discount on target products, 'Silent Ascent' bundle at a 30% discount, 'First Ascent' offer for new customers

**Competitors:** Arc'teryx, The North Face, Osprey

## Section 1: Previous Promotion Strategies Used by Black Diamond Equipment

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Black Diamond uses a dual-pronged strategy, separating long-term, content-driven brand building from short-term, tactical sales promotions. This creates an inconsistent customer experience, presenting an opportunity for the Summer 2026 campaign to unify these efforts.

### Prong 1: 'Always-On' Content and Brand Building

Black Diamond builds its brand ethos through a continuous stream of high-quality, organic content based on a "for us, by us" ethos [1].

- **Authentic Athlete Storytelling:** Cinematic films showcase the human story behind epic achievements, such as Babsi Zangerl's historic flash of El Capitan [2].
- **Technical Education:** The 'QC Lab' series leverages quality assurance expertise to provide scientific analysis of gear, establishing the brand as a trusted authority [1].

### Prong 2: Opportunistic, High-Discount Sales

Black Diamond's secondary strategy uses tactical, high-discount sales to clear past-season inventory.

- Events like the "Summer Warehouse Sale" or "Damn-Near Free Sale" feature aggressive markdowns from 40% to 80% [3, 4].
- The primary goal is inventory liquidation, with product listings explicitly labeled "past season" and off-season gear included in summer sales [5, 3].

## Disconnected Channel Strategy and Pricing

Black Diamond's aspirational content is distributed on its blog, YouTube, and Instagram, while sales announcements are concentrated on its website and Facebook page [6]. This strategic disconnect separates brand story engagement from sales offers. The Summer 2026 campaign is an opportunity to create a cohesive, omnichannel experience.

## Section 2: Previous Promotion Strategies Used by Competitor Companies

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Competitor analysis of Arc'teryx, The North Face, and Osprey reveals diverse strategies, highlighting opportunities for Black Diamond. A common tactic is leveraging major retail partners like REI for holiday sales. Black Diamond can innovate by adopting a more cohesive, narrative-led campaign structure with consistent omnichannel messaging and a more inclusive appeal.

### Section 2.1: Arc'teryx

Arc'teryx's strategy prioritizes brand preservation by avoiding direct sales to protect its premium brand equity, focusing instead on experiential marketing and community engagement [7].

#### Strategy: Protecting Premium Brand Equity

Arc'teryx avoids direct, site-wide sales on current-season products to prevent price erosion [8]. The brand builds its identity through community-centric campaigns like "Summer of Climb" and uses its retail stores as experiential hubs for events, not just sales venues [9, 10].

#### Successful Tactic to Adapt: Experiential Retail Hubs

Black Diamond can adapt Arc'teryx's model by using its retail locations as community hubs. Stores could host 'Echo Zones'—immersive listening experiences that bring the 'Echo Chamber' campaign to life, building loyalty beyond price.

#### Weakness and Opportunity: Inclusive Storytelling

Arc'teryx's elite positioning can be alienating [11]. This creates an opportunity for Black Diamond's 'Echo Chamber' theme. The slogan 'Hear the Mountain. Find Your Voice,' is inherently inclusive, focusing on the universal experience of finding quiet in nature, appealing to a broader audience than just elite alpinists.

#### Innovative Approach: Sustainability as Value

Arc'teryx's ReBird™ program offers customers a 30% gift card for trading in used gear, promoting circularity [12, 13]. Black Diamond could formalize its repair content into a similar structured trade-in program to meet consumer demand for sustainability.

#### Pricing Strategy: Segmented Discounting

Arc'teryx relegates all direct-to-consumer sales to a separate outlet website for past-season inventory [14]. Current-season discounts of 25-30% are handled by third-party retailers like REI during major holiday sales [15].

### Section 2.2: The North Face

The North Face combines broad, inclusive brand-building with a predictable calendar of tactical, event-driven sales.

## Strategy: Inclusive Brand Building and Predictable Sales

The brand has pivoted from elite athletes to celebrating "everyday explorers," making the outdoors feel more accessible [16]. This is paired with a tactical sales strategy centered on major U.S. holidays (Memorial Day, July 4th, Labor Day), with significant discounts on past-season gear [17, 18, 19].

### Successful Tactic to Adapt: Embracing the 'Everyday Explorer'

Black Diamond should adapt this "everyday explorer" approach for 'The Echo Chamber' campaign. Featuring a diverse range of individuals—hikers, trail runners, and families—will make the campaign's message of mindful disconnection feel universal and attainable.

### Weakness and Opportunity: Predictable Sales Calendar

The North Face's predictable sales calendar trains customers to wait for discounts [20, 18]. Black Diamond can create urgency by launching 'The Echo Chamber' as a unique, story-driven event not tied to a traditional holiday, encouraging purchases based on brand affinity rather than just price.

### Innovative Approach to Emulate: The XPLR Pass Loyalty Program

The North Face's [XPLR Pass](#) is a strong retention tool offering points, early access to collections, and exclusive contests [21, 22]]. Black Diamond should create a similar loyalty program to capture first-party data and build community.

### Pricing and Promotions

The North Face offers 30-50% discounts during key holiday sales, often executed through retail partners like REI [23].

TACTIC	DESCRIPTION
Primary Discount	30-50% off past-season styles during holiday sales [20, 18].
Key Channels	Promotions on its website and through major retail partners like REI [23].
Exclusivity Driver	'Summit Series' collection excluded from sales, protecting premium image [24].
Retention Tool	XPLR Pass loyalty program offers points, early access, and contests [21].

## Section 2.3: Osprey

Osprey balances a premium brand identity with aggressive sales tactics, using a dual-pronged approach that separates brand building from sales conversions [25].

### A Bifurcated Strategy: Brand vs. Performance

- **Top-of-Funnel (Brand):** Builds an aspirational identity through its '[Osprey Stories](#)' blog, user-generated content, and its '[All Mighty Guarantee](#)' lifetime warranty [26].
- **Bottom-of-Funnel (Performance):** Uses paid social media to announce sales events like the '[End of Summer Sale](#)' with direct calls-to-action, converting brand affinity into purchases [25].

### Tactics to Adapt: Channel Separation and Website Tools

Black Diamond should adopt Osprey's clear distinction between organic social for brand storytelling and paid social for sales promotions [27] to resolve channel inconsistency. Additionally, implementing a "Gear Finder" tool similar to Osprey's "[Packfinder](#)" would enhance user experience and boost conversions.

## Weakness and Opportunity for Black Diamond

Osprey lacks Black Diamond's core climbing heritage, being more synonymous with backpacking and travel. Black Diamond is "[Born from the Climbing Life](#)" [28]. 'The Echo Chamber' campaign can leverage this authentic connection to the alpine world, creating a narrative Osprey cannot authentically replicate.

### Pricing and Guarantees

Osprey follows a predictable sales calendar, offering 25% off select current-season gear and up to 40% off past-season items [29]. Its 'All Mighty Guarantee' is a cornerstone of its brand promise [30], a tactic Black Diamond should continue to emphasize with its own commitment to quality.

## Section 2.4: Competitor Comparison Table

This table summarizes the summer marketing strategies of Black Diamond and its key competitors across Timing & Messaging, Promotion & Pricing, and Channel Strategy.

	TIMING & MESSAGING	PROMOTION & PRICING TACTICS	MARKETING CHANNEL STRATEGY
<b>Black Diamond Equipment</b>	Dual strategy: continuous brand content alongside opportunistic, high-discount sales with little notice [1]. Summer sales run late May-July with ambiguous "limited time" messaging [4].	Aggressive 40-80% discounts to clear past-season inventory via events like "Summer Warehouse Sale" [3, 4]. Bundling not a primary summer tactic [31].	Inconsistent omnichannel strategy. Website/Facebook for sales; Instagram reserved for brand storytelling, separating brand and sales channels [6, 32].
<b>Arc'teryx</b>	Avoids direct sales on main channels, focusing on community campaigns like "Summer of Climb" [7, 9]. Aspirational messaging centers on the core "mountain athlete" [11, 33].	Discounts relegated to a separate outlet site [14]. Current-season discounts (25-30%) offered via third-party retailers [15]. ReBird™ trade-in program offers 30% credit for used gear [13].	Integrated strategy where retail stores are community event hubs, not sales venues [34, 35]. Digital channels drive event RSVPs; sales promotions outsourced [36].
<b>The North Face</b>	Shifted to inclusive messaging, celebrating "everyday explorers" [16]. Sales follow a predictable calendar: Memorial Day, July 4th, Labor Day with discounts up to 50% [17, 18, 22].	Event-driven sales with 30-50% discounts on past-season styles [37]. Pinnacle collections like 'Summit Series' excluded from sales [24]. XPLR Pass loyalty program is a key retention tool [21].	Differentiated channels: Instagram/TikTok for brand campaigns, website for e-commerce, and retail partners (REI) for high-volume promotions [38, 39].
<b>Osprey</b>	Balances premium brand identity ("All Mighty Guarantee") with a predictable sales calendar [40]. Messaging focuses on quality, sustainability, and	Tiered discounts: 25% off select current gear, up to 40% off past-season items [29]. Permanent "Last Call" section on its	Clear separation: organic social for brand-building, paid social for sales announcements [42]. DTC website optimized with tools like 'Packfinder' [44]. Strong

	TIMING & MESSAGING	PROMOTION & PRICING TACTICS	MARKETING CHANNEL STRATEGY
	inclusivity [41, 30]. Summer sales run May-Sept [29, 42].	website for factory seconds [43].	partnership with retailers like REI [45].

## Section 3: Promotion & Pricing Strategy

This section details the recommended creative and commercial framework for the Summer 2026 campaign. It unifies brand narrative with sales objectives through an integrated, theme-driven event.

The central creative theme is **'The Echo Chamber,'** a concept focused on disconnecting from digital noise to reconnect with nature's sounds. This differentiates Black Diamond by focusing on mindfulness and sensory experience.

Key messaging pillars and a distinct visual direction will bring the theme to life, using hashtags **#BDEchoChamber** and **#SilentAscent** to ensure a cohesive, immersive experience.

Finally, a specific pricing strategy for the three target products is proposed, including a baseline discount, a high-value bundle, and an offer for new customers, all designed to be competitive and drive conversions.

### Section 3.1: Promotion Theme and Rationale

#### Theme: 'The Echo Chamber'

A multi-sensory, interactive experience challenging outdoor enthusiasts to disconnect from digital noise and reconnect with the unfiltered sounds of nature.

#### Slogan: 'Hear the Mountain. Find Your Voice.'

This slogan encapsulates a dual journey: externally listening to the environment and internally finding self-discovery and clarity.

#### Core Idea

Position Black Diamond gear as the silent enabler of personal discovery. The campaign will challenge people to disconnect from digital distractions and listen to the sounds of the natural world. This culminates in a global 'Silent Ascent' day where participants engage in their chosen activity in silence. The focus shifts from the 'epic send' to the 'meditative journey.'

#### Rationale for the Theme

This theme addresses the disconnect between Black Diamond's brand-building content and its sales promotions by creating a cohesive narrative that bridges the gap [1]. It leverages the brand's strength in authentic storytelling for a focused commercial purpose [2]. It also differentiates Black Diamond from competitors by carving out a unique space centered on mindfulness and sensory experience [9, 16].

#### Emotional Hooks

The campaign taps into the desire for digital detox, mental clarity, and authentic experiences. It reframes 'performance' as inner strength gained through presence, connecting with a deeper motivation for engaging with the outdoors and fostering profound brand loyalty.

## Section 3.2: Key Messaging & Visual Direction

A cohesive messaging framework and distinct visual identity will bring the 'Echo Chamber' campaign to life, creating a meditative and immersive atmosphere.

### Key Messaging Pillars

- **Pillar 1: Disconnection.** Tagline: **'Silence the noise. Amplify your world.'** This pillar contrasts the digital world with the natural one.
  - **Web Copy:** "In a world of constant chatter, the mountains offer a different frequency. Gear up to tune in."
  - **Social Post:** A video of wind howling over a ridge with the caption: "This is the only notification you need. #BDEchoChamber"
- **Pillar 2: Presence & Focus.** Tagline: **'The clarity of the climb.'** Emphasizes how Black Diamond gear facilitates pure focus by being so reliable it becomes unnoticeable.
  - **Web Copy:** "Our gear is designed to be so reliable, it becomes invisible. All that's left is you, the rock, and the sound of your own resolve."
  - **Social Post:** A close-up of a climber's focused eyes with the caption: "Find your focus. #SilentAscent"
- **Pillar 3: Discovery.** Tagline: **'Hear the Mountain. Find Your Voice.'** This message is about personal discovery that occurs in silence and will include a call for user-generated content.
  - **Web Copy:** "What do you hear when everything else goes quiet? Discover the strength that's been there all along."
  - **Social Post:** "Share your #SilentAscent moment. No words needed. #BDEchoChamber"

### Visual Direction

The campaign's visual identity will be stark, meditative, and profound, moving away from "epic send" imagery to capture a more introspective journey.

- **Minimalist Landscapes:** Stark, expansive settings to emphasize the scale of nature.
- **Textural Close-Ups:** Detailed shots of rock, gear, and focused eyes to create a tactile feel.
- **Subtle Graphic Elements:** A recurring sound wave graphic to visually represent the theme.
- **Muted Color Palette:** Natural tones like granite grays and forest greens to create a calm mood.
- **Product as Enabler:** A single product in sharp focus against a beautifully blurred natural background, positioning gear as a silent enabler.

## Section 3.3: Pricing & Discount Strategy

A multi-tiered pricing strategy for Summer 2026 (21/06/2026 - 31/08/2026) is recommended to drive sales and compete with brands like The North Face and Osprey [29, 18]. The strategy will be implemented on blackdiamondequipment.com and Amazon.

### Direct-to-Consumer (DTC) Strategy

- **Standard Promotion (25% Off):** The three target products will be offered at a 25% discount.
- **Bundle Opportunity ('The Silent Ascent Kit'):** A bundle including all three target products will be offered at a combined 30% discount to increase AOV [31].

- **Creative Offering ('First Ascent Offer')**: New email subscribers will receive a 15% discount code, framed with campaign-specific copy like "Start your journey into the Echo Chamber with 15% off."

## Amazon Strategy

To maintain price consistency, the standard 25% discount on individual target products will be mirrored on Amazon using its native promotional tools.

## Recommended Promotional Pricing

Promotional prices are set below current Amazon market rates to create a strong value proposition.

TARGET PRODUCT	CURRENT AMAZON PRICE	RECOMMENDED 25% OFF PRICE	COMPETITIVE RATIONALE
<b>Distance 15 Backpack</b>	\$392.01	<b>\$294.00</b>	Positions pack competitively against CamelBak (\$198.00) and Osprey (\$99.00 - \$164.95).
<b>Men's Finline Stretch Shell</b>	\$199.00	<b>\$149.25</b>	Competes directly with The North Face Alta Vista Rain Jacket (\$140.00).
<b>Men's Access Down 2.0 Hoody</b>	\$359.00	<b>\$269.25</b>	Creates strong value against Rab (\$365.00) and Outdoor Research (\$239.16).

## Section 4: Campaign Timeline & Calendar

'The Echo Chamber' campaign will run from **21/06/2026** to **31/08/2026**, structured in three phases to build anticipation, drive sales, and create urgency.

- **Phase 1: Pre-Launch (21/06/2026 - 04/07/2026)**: Two weeks focused on building intrigue through evocative, non-commercial content.
- **Phase 2: Launch (05/07/2026 - 18/08/2026)**: Six weeks to drive engagement and sales of target products with the full campaign activation.
- **Phase 3: Final Push (19/08/2026 - 31/08/2026)**: Two weeks to create urgency and maximize final sales.

The following calendar provides a day-by-day breakdown of integrated marketing activities.

### Section 4.1: Campaign Phases

The campaign will unfold over twelve weeks in three distinct phases, bridging brand content with commercial objectives.

#### Phase 1: Pre-Launch – Building Anticipation (07/06/2026 - 20/06/2026)

This phase will build mystery and generate anticipation without revealing the full promotion.

- **Social Media Teasers**: Short, atmospheric videos on Instagram and YouTube with amplified nature sounds and the hashtag #BDEchoChamber.

- **Email Campaign:** An email with the subject "Listen." will contain an audio file of environmental sounds and the text: "Something is coming. 21/06/2026."
- **Targeted Google Ads:** Paid search campaigns on keywords like "digital detox" and high-interest product terms [[s5:1]] will lead to a countdown landing page.

## Phase 2: Launch & Sustain – The Main Event (21/06/2026 - 15/08/2026)

This phase launches the campaign, offers, and content to drive sales of target products.

- **Website & Landing Page Launch:** A dedicated landing page will go live with the campaign film, concept details, and promotional offers.
- **Full Campaign Film Premiere:** A 3-5 minute cinematic film will premiere on YouTube, telling a story of disconnection and clarity [[s1:3]].
- **Social Media Narrative & UGC Push:** A steady stream of content will expand the narrative and push for user-generated content (UGC) with #BDEchoChamber and #SilentAscent.
- **Mid-Campaign Email Blast:** Around 25/07/2026, an email will remind subscribers of the promotion and share compelling UGC.

## Phase 3: Final Push & Wind-Down (16/08/2026 - 31/08/2026)

The final weeks will focus on creating urgency and culminating the narrative.

- **Promotion of 'Global Silent Ascent Day':** A 'Global Silent Ascent Day' on 23/08/2026 will be promoted to encourage community participation.
- **Final "Last Call" Email:** On 28/08/2026, a final email with the subject "The Echoes are Fading: 3 Days Left" will create urgency.
- **UGC Showcase:** Social channels will be dedicated to showcasing the best UGC, providing an authentic conclusion to the campaign story.

## Section 4.2: Detailed Calendar

This calendar outlines marketing activities across all channels from 07/06/2026 to 31/08/2026.

PHASE	DATE	DAY	ACTIVITY	CHANNEL(S)	OBJECTIVE
Phase 1: Pre-Launch	07/06/2026	Sun	Launch Google Ads campaign targeting thematic keywords.	Paid Ads/Content	Build top-of-funnel awareness.
	14/06/2026	Sun	Begin social media teaser campaign with atmospheric video. #BDEchoChamber.	Social Media	Create intrigue.
	18/06/2026	Thu	Send first email blast. Subject: 'Silence is coming.'	Email	Prime email list and build anticipation.
Phase 2: Launch & Sustain	21/06/2026	Sun	<b>Campaign Launch.</b> Homepage takeover, landing page, and	Website & Blog, Social Media, Paid Ads/Content, Email	Maximize launch day impact.

PHASE	DATE	DAY	ACTIVITY	CHANNEL(S)	OBJECTIVE
			promotions go live. Full campaign film posted.		
	28/06/2026	Sun	Publish first blog post on the philosophy of 'The Echo Chamber.'	Website & Blog, Social Media	Deepen narrative engagement.
	12/07/2026	Sun	Begin User-Generated Content (UGC) push for #SilentAscent moments.	Social Media	Drive community participation.
	26/07/2026	Sun	Send second email blast. Subject: 'Hear Your Mountain.' Highlight bundle.	Email	Re-engage list and promote bundle.
<b>Phase 3: Final Push</b>	16/08/2026	Sun	Announce 'Global Silent Ascent Day' for 23/08/2026.	Social Media, Website & Blog	Create a culminating community event.
	23/08/2026	Sun	<b>Global Silent Ascent Day.</b> Social channels go 'silent.' Retargeting ads shift to 'Last Chance' messaging.	Social Media, Paid Ads/Content	Drive event participation and urgency.
	27/08/2026	Thu	Send final email. Subject: 'Your Echo Chamber Awaits: 4 Days Left.'	Email	Maximize end-of-campaign sales.
	31/08/2026	Mon	<b>Campaign Ends.</b> Post UGC montage. Deactivate promotions.	Social Media	Conclude on a community-focused note.

## Section 5: Omnichannel Execution Plan

This section details the plan for executing 'The Echo Chamber' campaign across key marketing channels to create a cohesive customer experience and guide the audience from awareness to conversion.

### Section 5.1: Website & Blog

The website will become the central hub for the campaign, designed to immerse users in the narrative and drive conversions.

#### Homepage Takeover (21/06/2026)

The homepage will feature a full-screen video background from the campaign film. A centrally-placed button, **'Enter The Echo Chamber,'** will guide users to the promotional landing page.

#### Promotional Landing Page

This core page will feature:

- \* The embedded full campaign film.
- \* The campaign's core messaging.
- \* Showcases of the three target products with promotional pricing.
- \* A prominent section for the 30% off 'Silent Ascent Kit' bundle.

## Blog Post Strategy

A three-part blog series will deepen engagement:

1. **'The Philosophy of Silence' (28/06/2026)**: Explores the core idea of disconnecting to find clarity.
2. **'How to Plan Your Silent Ascent' (16/08/2026)**: A practical guide for participating in the global event.
3. **'Voices from the Chamber' (31/08/2026)**: A showcase of the best UGC from the campaign.

## Conversion Optimization

A persistent header banner will link to the campaign landing page from all site pages. The checkout process for the 'Silent Ascent Kit' will be streamlined for a frictionless purchase.

## Section 5.2: Social Media

Social media will be used for immersive storytelling, guiding the audience from intrigue to participation.

### Brand Social Media Strategy

- **Phase 1: Pre-Launch (21/06/2026 - 11/07/2026)**: Build intrigue with atmospheric teasers featuring natural soundscapes and minimalist visuals on Instagram, Facebook, and TikTok. Use #BDEchoChamber.
- **Phase 2: Launch (12/07/2026 - 15/08/2026)**: Unveil the full narrative with clips from the main film. Reframe product-in-action shots to highlight meditative moments and promote blog content.
- **Phase 3: Final Push (16/08/2026 - 31/08/2026)**: Focus on community activation by promoting 'Global Silent Ascent Day' and showcasing UGC from the #SilentAscent hashtag.

### UGC Strategy

A call for submissions on Instagram and TikTok using #BDEchoChamber and #SilentAscent will begin on 12/07/2026. The prompt will be: **"Show us your moment of quiet discovery. No words needed."** A final montage of the best UGC will be shared at the campaign's end.

### Influencer Marketing

Partner with 3-5 micro-influencers known for a thoughtful approach to the outdoors (e.g., photographers, wellness-focused trail runners). During Phase 2, they will create personal, unscripted content about their own 'Silent Ascent' experience using the target products.

## Section 5.3: Paid Advertising

A multi-faceted paid strategy will maximize reach and drive conversions, with a 60/30/10 budget split across social, search, and display.

### Search Advertising (Google)

- **Top-Priority Keywords**: Bid on high-intent, brand-specific terms like **black diamond jacket** and **lightweight down hoody**.
- **Competitive Keywords**: Target terms like **arcteryx shell jacket** and **osprey running pack** to position Black Diamond products as superior alternatives.

- **Thematic Keywords:** During pre-launch, target terms like `digital detox hiking` to build an audience for retargeting.

### Social Media Advertising (Facebook & Instagram)

- **Phase 1 (Pre-Launch):** Run teaser video ads targeted at lookalike audiences to build anticipation.
- **Phase 2 (Launch):** Launch direct-offer ads retargeting users who engaged with teasers, promoting the target products and bundle.
- **Phase 3 (Final Push):** Intensify retargeting with urgency-based messaging like "Offer ends soon" to drive final conversions.

### Display and Retargeting

- **Display Advertising:** Run display ads on niche outdoor media sites like *Climbing Magazine* featuring the campaign's striking visual creative.
- **Retargeting:** Serve display ads to users who visited the landing page but did not purchase, prominently featuring the 'Silent Ascent Kit' bundle to convert hesitant buyers.

## Section 5.4: Email and Other Channels

A coordinated strategy across email, affiliate marketing, and PR will amplify the campaign and ensure consistent messaging.

### Email Marketing Strategy

A three-part email sequence will integrate the 'Echo Chamber' story with promotional offers.

1. **Pre-Launch (18/06/2026):** An anticipatory email with the subject "Silence is coming." will introduce the visual concept and build curiosity.
2. **Launch Day (21/06/2026):** A comprehensive email with the subject "Welcome to The Echo Chamber" will announce the campaign, film, and offers.
3. **Final Push (27/08/2026):** A reminder email with the subject "Your Echo Chamber Awaits: 4 Days Left" will create urgency to drive last-minute conversions.

### Affiliate and Partnership Marketing

Provide affiliate partners with a dedicated media kit including all creative assets, messaging, and links. A temporary 2% commission increase will be offered on sales of the three target products for the campaign's duration.

### PR and Media Outreach

Conduct targeted PR outreach focusing on the campaign's 'digital detox' and mindfulness angle. Pitch the story to outdoor, lifestyle, and wellness media outlets to position Black Diamond as a thought leader and secure earned media coverage.

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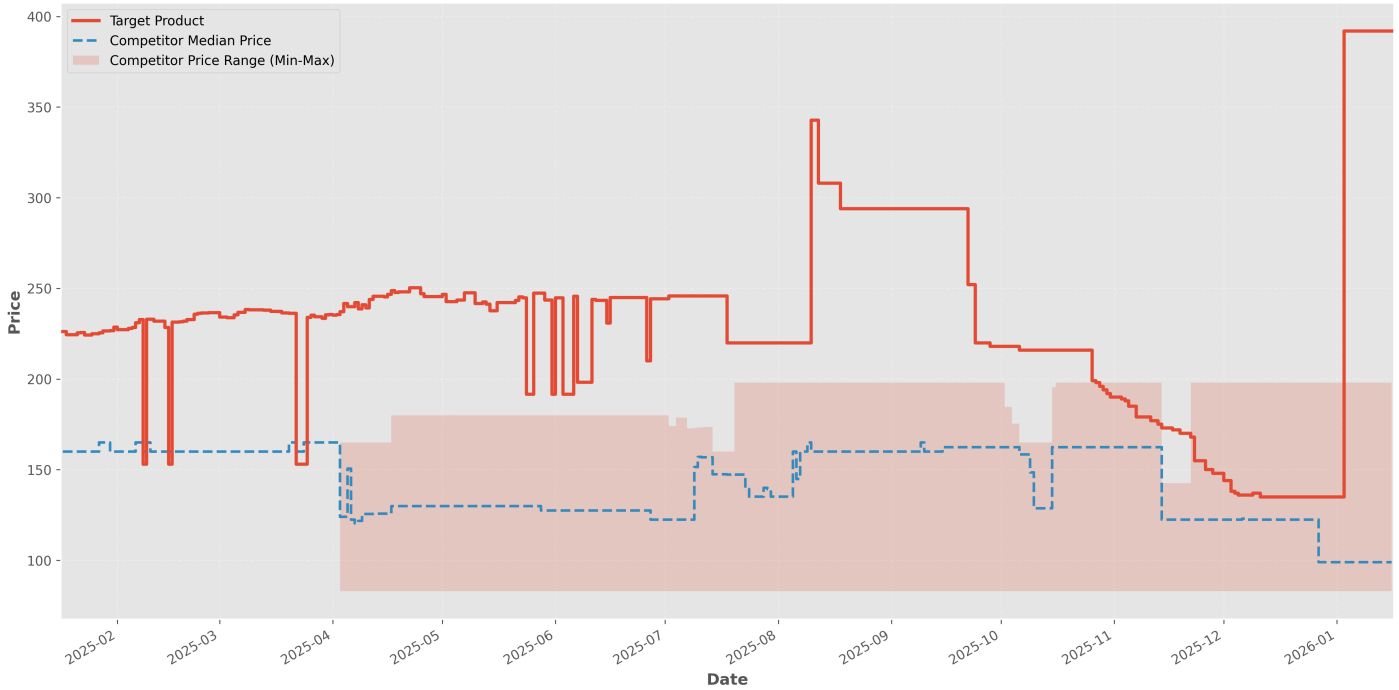
## Appendix 1: Google Ads Transparency Data

The following images provide screenshots of Google Ads for Black Diamond Equipment and identified competitors.

### Black Diamond Unisex Distance 15-Liter Light & Fast Backpack for Trail Running, Optical Yellow, Medium

PRODUCT NAME	CURRENT PRICE	RATING	NUMBER OF REVIEWS
<a href="#">Black Diamond Unisex Distance 15-Liter Light &amp; Fast Backpack for Trail Running, Optical Yellow, Medium</a>	\$392.01	4.5	1
<a href="#">Osprey Duro 15L Men's Running Hydration Vest with Hydraulics Reservoir, Phantom Grey/Toffee Orange, Small/Medium</a>	\$99.00	4.3	35
<a href="#">Osprey Dyna 15L Women's Running Hydration Vest with Hydraulics Reservoir, Cascade Blue/Silver Lining, Medium/Large</a>	\$164.95	4.4	19
<a href="#">AONIJIE 15L Hydration Backpack Running Vest for Women and Men with 9 Pocket Lightweight Trail Running Backpack Chest Circumference Adjustable for Marathon Race Jogging Cycling (Green,M)</a>	\$82.99	4.4	2
<a href="#">AWKSPORTS 15L Running Hydration Vest Backpack with 2L Water Bladder Breathable &amp; Adjustable Hydration Backpack for Trail Running Marathon Race Cycling Jogging (Black,L)</a>	\$94.98	N/A	N/A
<a href="#">CamelBak Apex Pro Run Entrance Racing Vest with RECCO Technology - Soft Flask Hydration and Trekking Pole Quiver - Black, M</a>	\$198.00	4.4	10

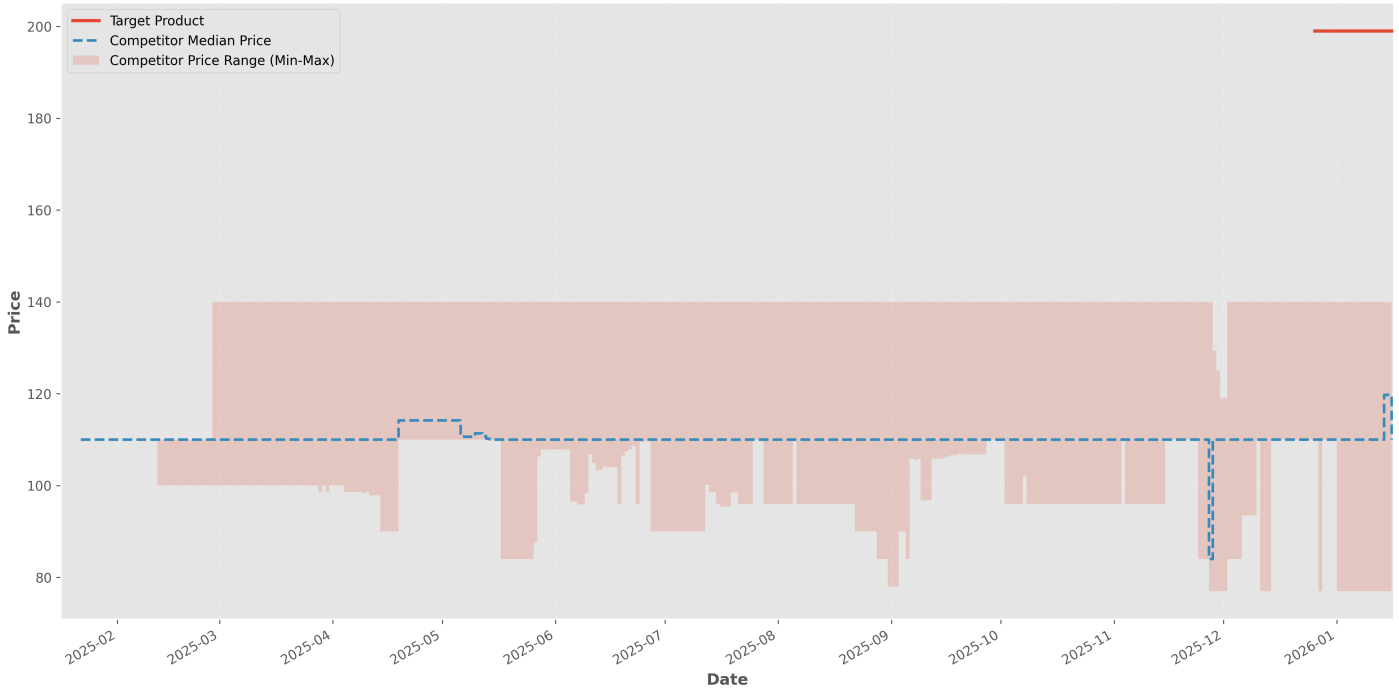
### Competitor Price Analysis



### Men's Finline Stretch Shell – Black Diamond

PRODUCT NAME	CURRENT PRICE	RATING	NUMBER OF REVIEWS
<a href="#">Men's Finline Stretch Shell – Black Diamond</a>	\$199.00	N/A	N/A
<a href="#">MARMOT Men's PreCip Eco Lightweight &amp; Waterproof Rain Jacket, Rain Cloud - Latest Collection, X-Large</a>	\$119.73	4.5	3641
<a href="#">The North Face Men's Venture 2 Jacket - Waterproof &amp; Windproof Hooded Raincoat, Adjustable Hood, Breathable Pit-Zips, TNF Black, Small</a>	\$110.00	4.3	68
<a href="#">The North Face Men's Venture 2 Jacket - Waterproof &amp; Windproof Hooded Raincoat, Adjustable Hood, Breathable Pit-Zips, TNF Black, Medium</a>	\$108.99	4.3	68
<a href="#">The North Face Men's Alta Vista Rain Jacket - Waterproof, Breathable, Weather Ready Hood, Zip Chest Pocket, Sumac, Large</a>	\$140.00	4.1	57
<a href="#">The North Face Men's Venture 2 Jacket - Waterproof &amp; Windproof Hooded Raincoat, Adjustable Hood, Breathable Pit-Zips, Meridian Blue, Large</a>	\$110.00	4.4	110

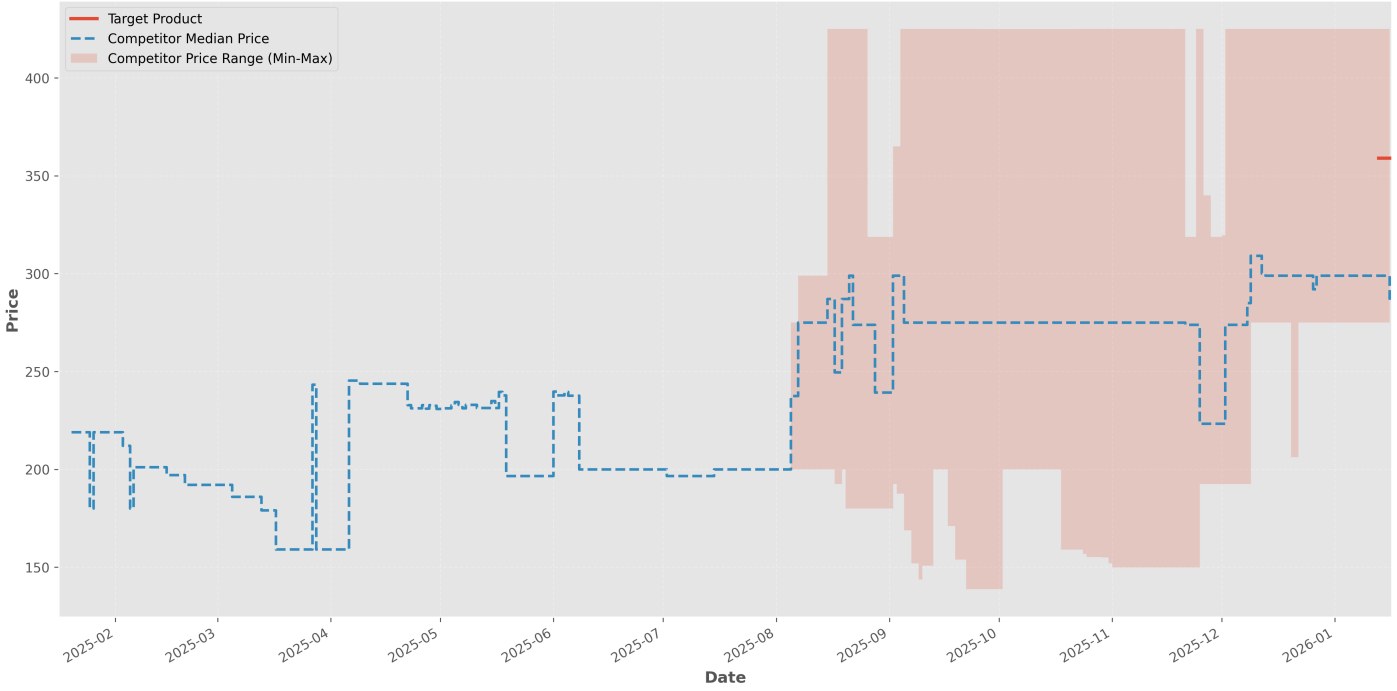
### Competitor Price Analysis



### Men's Down 2.0 Hoody by Black Diamond

PRODUCT NAME	CURRENT PRICE	RATING	NUMBER OF REVIEWS
<a href="#">Men's Down 2.0 Hoody by Black Diamond</a>	\$359.00	N/A	N/A
<a href="#">MARMOT Men's Stockholm 700 Fill Down Puffer with Hood, Black, X-Large</a>	\$285.00	4.5	126
<a href="#">MARMOT Men's Guides Down Hoody - Down Filled, Water Resistant, Puffer Jacket with Hood, Pecan/Sumac, Large</a>	\$275.00	3.0	1
<a href="#">Rab Men's Electron Pro 800-Fill Down Hooded Jacket for Climbing &amp; Mountaineering - Army - Large</a>	\$365.00	4.5	314
<a href="#">Rab Men's Neutrino Pro Hoody - Lightweight Warm Down Coat for Climbing &amp; Mountaineering - Tempest Blue - Large</a>	\$425.00	4.7	73
<a href="#">Outdoor Research Men's Helium Down Hoodie, Solid Black, L</a>	\$239.16	4.4	32

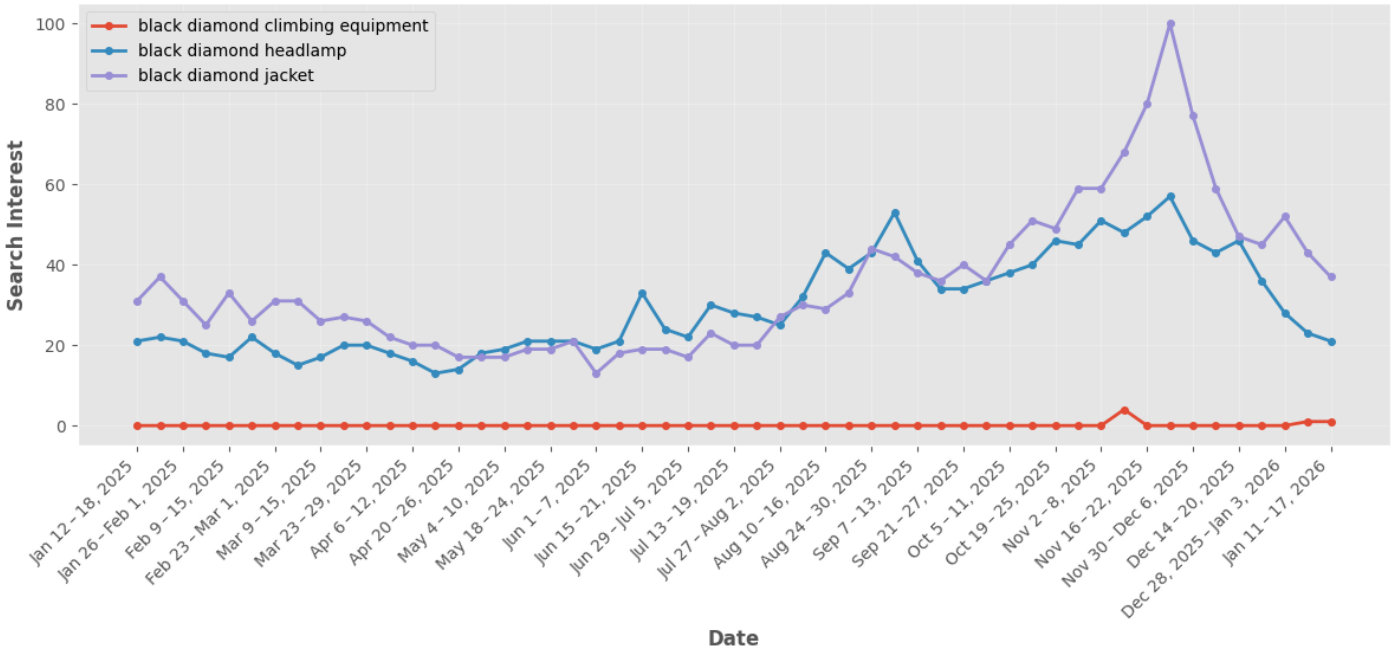
### Competitor Price Analysis



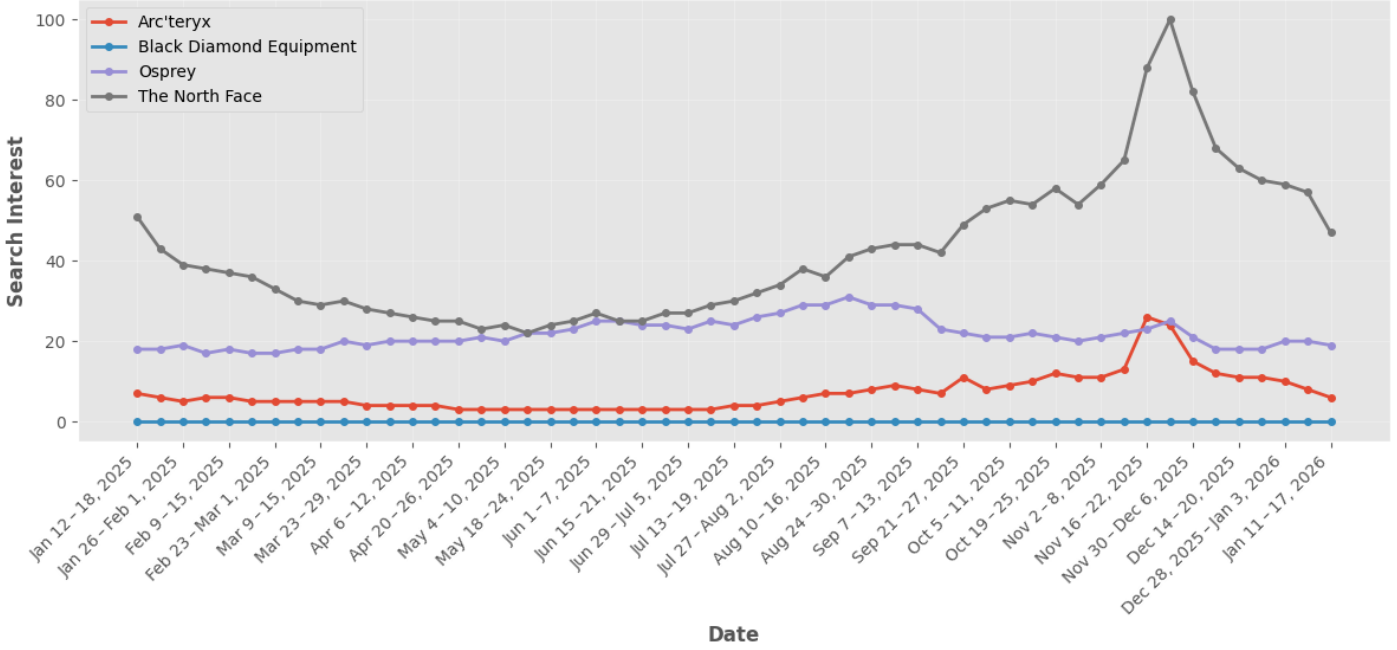
### Appendix 2: Google Trends Data

The following charts provide the Google Trends data for identified search phrases and for the target products and competitors.

#### Google Trends - Interest Over Time



### Google Trends - Interest Over Time



### Appendix 3: Amazon Data

The following tables and charts provide the Amazon data for identified competitors for the target products.

Ads Transparency Center Sign in

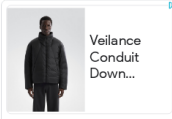
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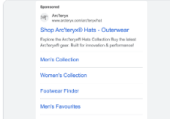
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