YETI®

A SUSTAINABLE PATH FORWARD

Campaign Outline



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EXECUTIVE *Summary*

YETI Holdings Inc., known simply as YETI, is introducing a new product line that will feature merchandise crafted completely from recycled materials including recycled plastic, recycled insulation and recycled stainless steel. A public relations campaign will assist in the promotion of this new line with the desired outcome of increasing YETI's corporate social responsibility outlook while simultaneously sponsoring a partnered conservation organization and bolstering sales. Wholistically, the promotion of this line should garner widespread attention for both YETI and the environmental sustainability cause. The target audience of this campaign will be the company's loyal customer base, but also competitor customers who are environmentally inclined. In other words, the introduction of sustainable merchandise should incentivize the target audience to buy from YETI knowing that the purchase will benefit a good cause. Overall, this initiative is designed to achieve two key objectives. First, it will help promote the launch of YETI's new line and gain an increase in sales by the completion of the campaign. Second, it will also highlight the importance of environmental sustainability and conservation initiatives while raising awareness for designated outdoor-focused partner organizations. Ultimately, this campaign will highlight and emphasize the continued efforts of YETI to be an industry lead in not only producing durable, quality products that are meant to last, but also an industry lead in conservation and sustainability endeavors.



FUNDING *Letter*

Dear Matthew Reintjes,

Since YETI is approaching the launch of its 100% recycled product line, now is the time to consider a plan for promoting the company's initiatives. The communications team has developed a comprehensive public relations campaign that is sure to assist in the promotion of this new line while increasing YETI's corporate social responsibility outlook and simultaneously sponsoring partnered conservation organizations.

The campaign is titled YETI – A Sustainable Path Forward, and it is designed to emphasize the continued efforts of YETI to be an industry lead in not only producing durable, quality products that are meant to last, but also an industry lead in conservation and sustainability endeavors. Other key benefits of this campaign include helping incentivize the target audience to buy from YETI by accentuating that the purchase will benefit a good cause, garnering an increase in sales and highlighting the importance of environmental sustainability.

Overall, the campaign will last six months from its start in January, and the projected total budget is $245,000. It is in the company's best interest to invest up-front in this campaign in order to emphasize to stakeholders and the entire industry just how revolutionary YETI has become. By empowering this venture early on, the return on investment will continue to pay off long after the campaign's completion.

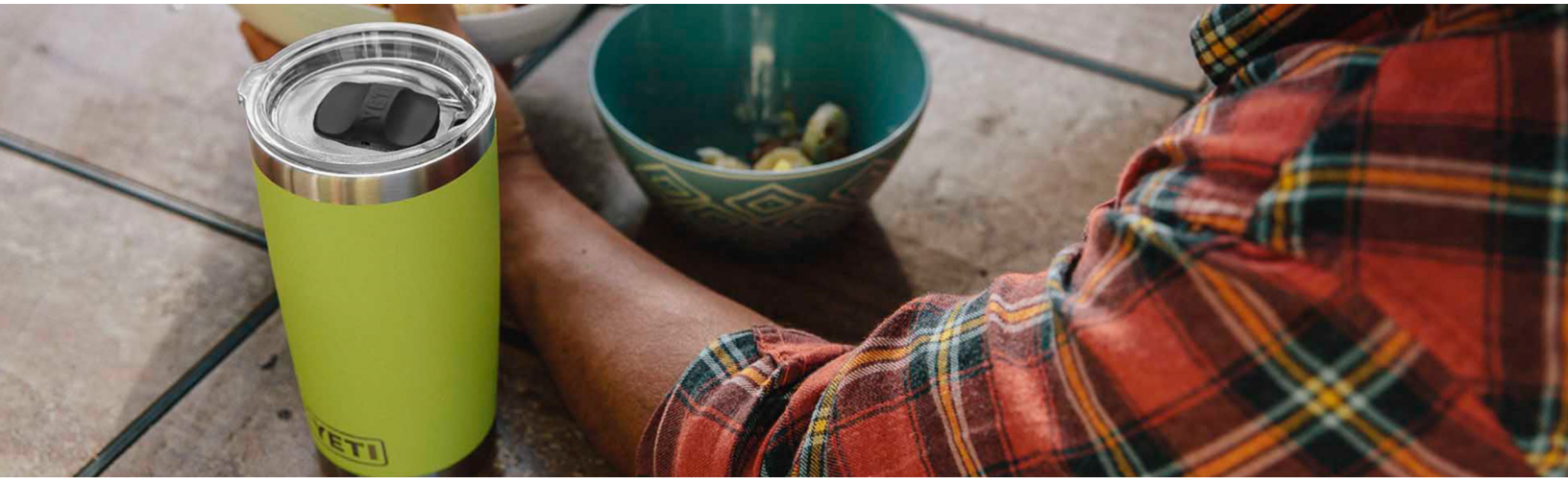
Thank you,

Alyssa Turner
YETI Public Relations Representative
850-619-3463
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YETI COOLERS

CAMPAIGN *Statement*

Known for its coolers and drinkware, YETI prides itself on producing durable, quality products that are meant to last. While the company frequently releases new product colors and innovative designs, there exists a gap between what is being done and what can be done. YETI partners with many organizations that are outdoor-focused, yet only a single tab on its website mentions this fact. An opportunity exists for the product developer to lend a helping hand in supporting such organizations by promoting sustainability and introducing a new line of products made from recycled materials. This merchandise would be nearly identical to the current products that have gained immense popularity, but the difference would be the materials used. The promotion of items made solely from recycled plastic, recycled insulation and recycled stainless steel would garner widespread attention for both YETI and the environmental cause. In addition, a portion of sales collected from this recycled product line could be donated to a conservation organization of the company's choosing. This effort is sure to bolster YETI's corporate social responsibility outlook. Also, an added benefit to this campaign is that it could mitigate one of the company's weaknesses. Although its products are priced significantly higher than many competitors, the introduction of sustainable merchandise may incentivize more customers to buy from YETI knowing that the purchase would benefit a good cause.



CAMPAIGN *Outline*

Desired Outcome

YETI is introducing a new product line that will feature every product design currently available. Each item, however, will be produced from recycled materials including recycled plastic, recycled insulation and recycled stainless steel. A public relations campaign will assist in the promotion of this new line with the desired outcome of increasing YETI's corporate social responsibility outlook while simultaneously sponsoring a partnered conservation organization and bolstering sales. Overall, the promotion of this line should garner widespread attention for both YETI and the environmental sustainability cause.

Target Audiences

Because YETI has a strong and loyal customer base, it will be important to focus the campaign toward convincing current customers that the new line of products are of the same superior quality as all other products. Aside from current customers being a target audience, it will be equally essential to focus the campaign around competitor customers who are also environmentally inclined. In other words, an important target audience will be the individuals who care about environmental sustainability and who have previously opted to purchase similar products from different brands. Although YETI's products are priced higher than many competitors, the introduction of sustainable merchandise should incentivize the target audience to buy from YETI knowing that the purchase would benefit a good cause.

SWOT / Situation Analysis

Strengths

The YETI brand has many strengths. For starters, the company itself has a strong reputation with a loyal brand following. Known for creating high quality products, YETI frequently stands apart from its competitors. When a customer purchases an item, it is assumed that it will be durable, reliable and long-lasting because the product's design and engineering is exceptional. This is why so many people consistently choose YETI merchandise over other brands. Additionally, YETI offers a wide variety of products that satisfies a broad range of customers such as outdoorsmen, families and college students. Essentially, the company offers something for everyone. Also, its marketing messaging and imagery is seamless and eye-catching. The YETI brand's strong commercial presence is truly distinct from any other, making its advertisements nearly impossible to ignore.

Weaknesses

While YETI has a long list of strengths, it nevertheless has several weaknesses. Most of the types of products offered by the company are inevitably offered by competing brands. Coolers and tumblers can be found anywhere, so it is essential that YETI maintain its strong brand appearance in order to retain buyers. It must also continue the development of unique offerings to help differentiate itself. Furthermore, the most pressing weakness might just be YETI's prices. The high costs required to purchase items is a serious limitation for some customers, and this will ultimately drive people to buy competitor offerings. While higher quality products typically have a higher cost association, it is undeniably a weakness that YETI should strive to address. For comparison, the same size cooler by Ozark Trail (a leading competitor) costs half the price of a YETI cooler. When faced with a purchasing decision, many may go for the cheaper option.

Opportunities

Despite its weaknesses, YETI has multiple opportunities that could greatly benefit the brand. While the company does ship internationally to select countries, it would likely gain revenue and attention if it were to expand its options to a wider international market. Similarly, the company only has seven national stores dedicated solely to its products. By opening up more storefronts, it would allow more people to experience the products in person. This could ultimately drive up sales and incentivize more customers to buy. Yet another opportunity stems from its lack of partnership awareness. While it does technically partner with many outdoor-focused organizations, this information is merely listed on its website under a single tab. By expanding and emphasizing its partnership contracts, YETI could attract more publicity while simultaneously promoting an organization of its choosing. This would directly relate to YETI's corporate social responsibility initiatives and entice customers to join in on the action.

Threats

While YETI has proven to be a strong brand, it inevitably faces some threats. The most pressing threat is that other companies are creating tight competition with product offerings. Igloo, Ozark Trail, Orca, Tervis Tumbler and Hydro Flask are just a few of the countless companies where people can buy products of similar caliber. Although the precise quality of a YETI product might go unmatched for now, it is only a matter of time before a company achieves the same standard. Plus, the price differences will entice many people to purchase an alternative brand regardless. Fundamentally, rival brands are offering substitute products at significantly lower prices. In the eyes of many customers, the sacrifice of quality is justifiable when it means saving significant amounts of money. Thus, YETI needs to be mindful of this threat emerging in the market.

Objectives, Strategies & Tactics

Objective No. 1

The campaign will promote the launch of YETI's new line of products made from recycled materials and garner an increase in sales by the completion of the campaign.

Strategy No. 1

The first strategy will be to emphasize and elaborate on the unique and durable quality of the product line.

Tactics

- Designate a tab on the YETI website to include detailed information for the new recycled product line.
- Produce detailed descriptions and videos explaining the similarity of the recycled products with original products while elaborating on the added sustainable benefit.
- Embrace YETI product ambassadors to test and vet the new line in comparison to others.

Strategy No. 2

The second strategy will be to generate a series of virtual communication efforts to entice the target audiences.

Tactics

- Host webinars and virtual events to allow for two-way communication between YETI and its stakeholders.
- Gather guest speakers who are well known by their participation in outdoor activities such as popular hunters, fishers and hikers.

Objective No. 2

The campaign will highlight the importance of environmental sustainability and conservation initiatives while also raising awareness for designated outdoor-focused partner organizations.

Strategy No. 1

The first strategy will be to establish and support a strong partnership with a designated conservation organization to raise money and awareness for the cause.

Tactics

- Offer custom designs for the new YETI recycled line that relate to the chosen organization and cause.
- Provide customers with a direct link to learn more about the partnership.
- Identify a product that a certain percentage of its profits can be donated to the cause

Strategy No. 2

The second strategy will be to create communication resources for customers to learn more information about environmental sustainability and its importance.

Tactics

- Introduce a blog, vlog or podcast series to educate people on the steps YETI is taking to create a better future.
- Openly follow and share environmental efforts and organizations on all YETI social media channels.





Timeline

January

All web communication materials will be created. This includes a designated website tab for the new product line, detailed descriptions and videos for each new item and a blog with accompanying podcast.

February

Continue producing all web communication materials. Additionally, begin following and sharing environmental efforts and organizations on all YETI social media channels. Reach out to potential guest speakers and product ambassadors to initiate a partnership agreement.

March

Launch all web communication simultaneously with the product line unveiling and marketing initiatives.

April

Begin hosting webinars and virtual events to allow for two-way communication between YETI and its stakeholders. Use guest speakers who are well-known by their participation in outdoor activities.

May

Designate YETI product ambassadors to test and vet the new line compared to others. Continue offering custom designs for the new YETI recycled line that relate to the organization and cause. Continue providing customers with a direct link to learn more and donate to the partner organization, and continue offering a product that designates a certain percentage of its profits to be donated to the cause or organization.

June

Complete the campaign while maintaining online content depending on the results of the campaign evaluation.

Budget

Campaign Materials	Total Price
Press Release & Media Distribution	$5,000.00
Web Design	$15,000.00
Web Content	$6,000.00
Blog & Podcast Production	$4,000.00
Virtual Events & Webinars	$10,000.00
Brand Ambassador & Influencer Partnerships	$200,000.00
Evaulation	$5,000.00
Total:	**$245,000.00**

Evaluation Process

In order to determine the campaign's success, an evaluation must measure the levels of objective achievements. Three key indicators should be assessed: an increase in sales, an increase in environmental sustainability awareness and an increase in support and donations for the chosen conservation organization. In order to determine an increase in sales and an increase in donations, a simple pre and post measurement of financial data will suffice. If a significant increase in sales and donations are recorded, then the assumption would point toward a successful campaign. Additionally, website traffic can be measured for both YETI's website and the chosen conservation organization's website. A high increase in volume of visitors to the websites along with a large number of redirections to the environmental organization's website will point toward a successful campaign. Finally, to evaluate the level at which stakeholders have increased awareness for environmental sustainability, all aforementioned measurement factors should be taken into account and coupled with pre and post survey and focus group data. By gauging how current and potential customers feel about the topic in relation to YETI before and after the campaign, a sense of the campaign's effectiveness can be determined most accurately.

INTERNAL *News Letter*

As the launch of YETI's highly anticipated new sustainable product line approaches, the company's public relations and strategic communications teams would like to introduce and make familiar to all employees the planned public relations campaign that will complement the line's marketing release.

An opportunity exists for the company to lend a helping hand in supporting conservation organizations by promoting sustainability and introducing a new line of products made from recycled materials. The promotion of items made solely from recycled plastic, recycled insulation and recycled stainless steel will garner widespread attention for both YETI and the environmental cause. Thus, a public relations campaign will assist in the promotion of this new line with the desired outcome of increasing YETI's corporate social responsibility outlook while simultaneously sponsoring a partnered conservation organization and bolstering sales.

An objective of the campaign is to promote the launch of YETI's new line of products made from recycled materials and garner an increase in sales by the completion of the campaign. An additional objective is to highlight the importance of environmental sustainability and conservation initiatives, while also raising awareness for designated outdoor-focused partner organizations. In order to accomplish these objectives, four key strategies will be acted upon: emphasize and elaborate on the unique and durable quality of the product line; generate a series of virtual communication efforts to entice the target audiences; establish and support a strong partnership with a designated conservation organization to raise money and awareness for the cause; and create communication resources for customers to learn more information about environmental sustainability and its importance.

While the campaign will surely assist in achieving the financial goals of the company, the campaign's overall benefits extend far beyond direct profits. Because YETI is perceived by many as being at the forefront of innovative design and production of cooler and drinkware products, it is only appropriate for the company to fully embrace the role in which it can fill. In other words, YETI has the potential to set the standard for competitors by backing its products and beliefs against environmental initiatives. Partnerships with conservation organizations and outdoor-focused influencers will assist in highlighting YETI's new positioning and promoting the new product line. By using these recycled materials and partnerships to raise donations and awareness, the company will be significantly ahead of the curve as global production shifts toward sustainability.

Therefore, an additional benefit of this campaign is that it will position all employees as working at a forward-thinking and unique company. The corporate social responsibility YETI is accepting with this campaign will directly and positively impact current and future prospects of the organization. Also, another benefit to this campaign is that it could mitigate one of the company's weaknesses. Although its products are priced significantly higher than many competitors, the introduction of sustainable merchandise may incentivize more customers to buy from YETI knowing that the purchase would benefit a good cause.

Overall, the public relations campaign is scheduled to launch simultaneously with the marketing promotion of the new merchandise line and will serve as a major step forward for YETI. For any questions or inquiries regarding specific timelines or tactics of the plan, please reach out to the public relations and strategic communications teams.



YETI *Podcast*

'Drifting' with JT Van Zandt

Host: My name is JT Van Zandt. I'm a fly-fishing guide on the Gulf Coast of Texas, and I'm also your host for "Drifting," a YETI presents podcast. I hope you enjoy, and thanks for listening. On this episode, we'll be discussing YETI's newest product line release that goes hand-in-hand with furthering conservation efforts. Here with me now are two special guests: Ryan Seiders, one of YETI's co-founders, and Conor McElyea, the director of memberships and partnerships for The Conservation Alliance. How are you both doing today?

Conor McElyea: Doing well. Thank you for having me. I'm super excited for what's in store!

Ryan Seiders: Same here. What we're doing here is something that will be talked about for years to come. Hopefully the impact will last a lot longer than that, too.

Host: That's so great to hear. Ryan, you've clearly already hinted at the true scope of YETI's new endeavor. Would you care to explain to our listeners exactly what you're referring to?

Ryan Seiders: Sure, JT. So, as everyone is aware, YETI is a brand focused on creating durable, high-quality products meant for both indoor and outdoor usage. We continuously emphasize the importance of reliable gear, and we strive to ensure that all our products can withstand the usage of outdoor activities. Whether it's fishing or hunting or boating, our customers know they can count on their YETI gear. Well, our company was also built with a foundation focused on outdoor conservation. We have a long history of partnering with organizations that celebrate life outdoors, and we thought it was about time to start taking proactive action. That's why a new line of products made from 100% recycled materials has been released, and a heavier emphasis with partner conservation organizations will hopefully help to further promote environmental sustainability.

Host: Thank you, Ryan. This has been such an exciting release for the industry, but also for those conservation organizations you mentioned. Conor, can you elaborate on what this means for The Conservation Alliance?

Conor McElyea: Of course. YETI has been a partner with us for quite some time now, and we're incredibly proud to have such a great company backing our work. Basically, with this new initiative, The Conservation Alliance has been given the opportunity to expand and reach a wider audience. The platform and excitement YETI is building around its product line will undoubtedly increase partnerships, entice more activists and donors, and hopefully kickstart an industry trend around using sustainable materials.

Host: Wow. It sounds like this will really have a positive impact spanning beyond YETI's initial sales.

Conor McElyea: Oh, most definitely. YETI's proactive decision to bridge the gap between product production, consumerism and conservationism is not only genius from an industry viewpoint, but also undeniably necessary and helpful from a reputational and sustainable standpoint.

Ryan Seiders: Absolutely. It's actually been a long time coming for us. We've known since the company's inception that creating a recycled product was a big goal. That and making production lines zero waste isn't exactly an easy task to take on. When first starting, my brother and I seriously considered beginning with recycled materials. The unfortunate truth is that it isn't common at all. In fact, it's much less expensive and labor-intensive to work with new, raw materials. With this effort, we're hoping to change the game.

Host: What a great point to make. Revolutionizing the industry doesn't sound like an easy task, and even after producing a desired product, you've still got to explain to individuals why it's worth it. Like we've been talking about, there are obvious benefits to making and using the product. There are also clear benefits for partner organization like The Conservation Alliance. But, Ryan, if it was truly so difficult for YETI to produce this result, why was it even worth trying in the first place?

Ryan Seiders: It's because we genuinely feel strongly about creating and fostering a positive outcome for the environment. Like I mentioned earlier, YETI's focus has always been on the outdoors. Every person on the planet relies on the environment for food, shelter and support. Recreational actives also provide a means for staying happy and healthy, which is what my brother and I feel so strongly about. We figured conducting work that ultimately harms the environment goes against everything we stand for, and it was about time for the company to holistically embody those values.

Host: Well said, Ryan. I appreciate your honesty because I would imagine most product company founders may not admit to the fact that their work creates a large carbon footprint. However, in your case, proactively working to reduce that is what others should take note of. Now for the big question: What's next? YETI has achieved a major accomplishment, but surely this isn't the end of the road as far as innovation and excellence go.

Ryan Seiders: It's funny you ask that. I actually just got out of a meeting with the company's board of directors. As you know, everything is constantly evolving and moving forward. However, I think the plan right now is to keep a steady course to observe what the reactions and outcomes to this new initiative will be. One of our top priorities will be to foster and maintain our strong relationships with the conservation organizations. Conor McElyea has done a spectacular job of managing our brand relationship with The Conservation Alliance, and our hope is that we can ultimately expand our outreach and support.

Conor McElyea: I appreciate that, Ryan. It's been such a pleasure working with YETI, and I'm beyond proud that my organization has the opportunity to work with your innovative team. We'll always be present and ready to back any future initiatives, but, honestly, I don't see how this one can be beat.

Host: I'd agree with that. With all the effort that has been done, now is the time to take a step back for a minute. Analyze what works and what doesn't. If this initiative proves to be fruitful, do you imagine it will expand?

Ryan Seiders: Oh, most definitely. Our hope is that we can eventually transition into solely making products from recycled materials. Expanding outreach and bulking up our social responsibility are also a priority. It's exciting stuff!

Host: No doubt! Well, gentlemen, I want to thank you for taking the time to speak with me today. I know our listeners will be ecstatic to hear all about this.

Conor McElyea: It was great being here. Thank you!

Ryan Seiders: Same here!

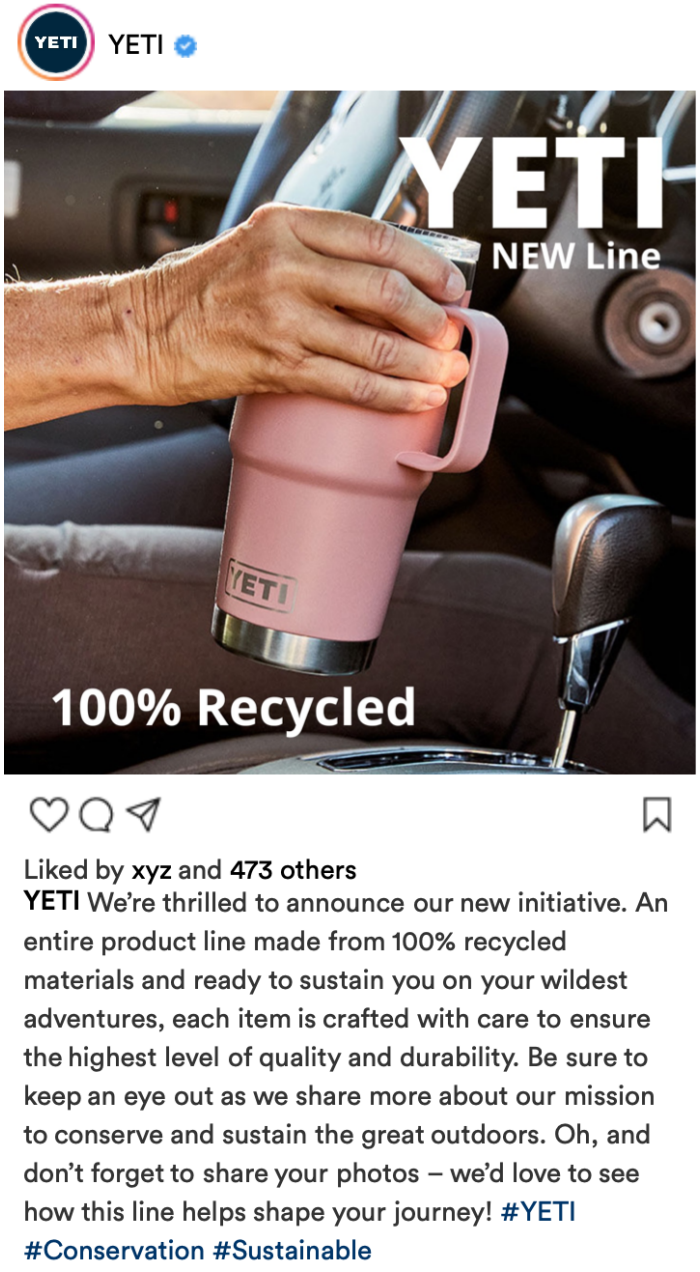
Host: I was great meeting you both. What an exciting time we are in. I look forward to learning just how YETI's newest products will take the market by storm, and I have no doubt this is just the beginning. Thanks again for listening to "Drifting," presented by YETI and hosted by me, JT Van Zandt. Keep an eye out for future episodes on corporate conservation and organizational support methods. To learn more about the news we talked about today, visit YETI.com or follow YETI on social media. To listen to more episodes of this podcast, visit YETI.com or search "Drifting" on Apple Podcasts, Stitcher or Spotify.



SOCIAL MEDIA *Posts*

Instagram

Announcement of Campaign



Midway Status Report

YETI



Liked by **xyz** and **473 others**
YETI It looks like we've officially hit the halfway mark in our push for conservation! Thus far, the support has been unbelievable. Be sure to continue exploring our entire line and visit our website to learn more. The future of sustainable YETI products is looking bright. Also, we love seeing everyone's photo stories on what this means to them. Keep them coming!
#YETI #Conservation #Sustainable

Completion of Campaign Report

YETI



Liked by **xyz** and **473 others**
YETI It's a wrap! Our conservation campaign has concluded, but that doesn't mean we're done here. After such a success, just know that there's more surprises in store. In the meantime, continue exploring the environmental organizations that need our support. Find for information on our website and keep an eye out for more additions to our sustainable line. #YETI #Conservation # Sustainability

Twitter

Announcement of Campaign

YETI
YETICoolers

We're stoked to announce our newest initiative. Same product quality but 100% recycled. Supporting conservation initiatives never felt so good. #YETI #Conservation #Sustainable



Midway Status Report

YETI
YETICoolers

We've hit the halfway mark in our push for conservation! The support has been unbelievable. Be sure to explore our entire line and visit our website to learn more. #YETI #Conservation #Sustainable



Completion of Campaign Report

YETI
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Facebook

Announcement of Campaign

YETI

We're incredibly excited to announce our new initiative. An entire product line made from 100% recycled materials and ready to sustain you on your wildest adventures, each item is crafted with care to ensure the highest level of quality and durability. Be sure to keep an eye out as we share more about our mission to conserve and sustain the great outdoors. #YETI #Conservation #Sustainable



Midway Status Report

YETI

It looks like we've officially hit the halfway mark in our push for conservation! Thus far, the support has been unbelievable. Be sure to continue exploring our entire line and visit our website to learn more. The future of sustainable YETI products is looking bright. #YETI #Conservation #Sustainable



Completion of Campaign Report

YETI

It's a wrap! Our conservation campaign has concluded, but that doesn't mean we're done here. After such a success, just know that there's more surprises in store. In the meantime, continue exploring the environmental organizations that need our support. Find for information on our website and keep an eye out for more additions to our sustainable line. #YETI #Conservation #Sustainability



LinkedIn

Announcement of Campaign

YETI
LinkedIn •

We're beyond proud to announce our revolutionary new initiative of a line made from 100% recycled materials. Each item is crafted with care to ensure the highest level of quality and durability. Plus, this all supports conservation organizations. Be sure to keep an eye out as we share more about our mission to conserve and sustain the great outdoors. #YETI #Conservation #Sustainable



Midway Status Report

YETI
LinkedIn •

We've officially hit the halfway mark in our push for conservation. Thus far, the support has been unbelievable. We're so proud to be at the forefront of such as important initiative, and we know this is just the beginning. Be sure to continue exploring our entire line and visit our website to learn more. The future of sustainable YETI products is looking bright! #YETI #Conservation #Sustainable



Completion of Campaign Report

YETI
LinkedIn •

That's a wrap! Our conservation campaign has concluded, but that doesn't mean we're done here. After such a success, we know this won't be the end. In the meantime, continue exploring the environmental organizations that need our support. Find for information on our website and keep an eye out for more additions to our sustainable line. #YETI #Conservation #Sustainability



MEDIA *Kit*

Personal Biography

Alyssa Turner is a public relations student with a passion for incorporating environmentally sustainable initiatives into her work. With over two years of experience as both a university ambassador and an assistant to a campaign events team, she understands the intricacies that come with making a positive impact in large organizations. Before starting senior year of her bachelor's degree, Alyssa completed communication internships for both a public county position and a private company. During her experience, she paved the way for reintroducing a company to social media, outlined a corporate social responsibility report and assisted in the creation of many written and visual materials. As Alyssa navigates her career, she remains passionate about the global need to provide and communicate solutions for sustaining the planet, and she aspires to create action plans and participate in educational efforts for environmental causes. In her free time, she enjoys reading, traveling, baking and spending quality time with family and friends. After receiving her bachelor's degree, Alyssa will continue her education by pursuing a master's degree in mass communication.



Backgrounder

Ryan and Roy Seiders grew up hunting, fishing and hiking. Their father, a fishing gear entrepreneur, helped develop his sons' appreciation for the outdoors by introducing them to activities in the wild and often bringing them to his outdoor industry trade shows. As the brothers grew up, they began to notice the equipment they used while partaking in their favorite pastimes would fail to live up to expectations. Specifically, ice chest lids and handles would easily break and the entire chest frequently needed to be replaced. After constantly dealing with items that couldn't survive their adventures, the frustrated pair decided to create their own gear with one mission guiding the operation: "build the cooler [they'd] use every day if it existed."

In 2006, the Seiders founded YETI Holdings Inc., or YETI. Headquartered in Austin, Texas, and known for its coolers and drinkware, the company prides itself on producing durable, quality products that are meant to last. Since its inception, the company has expanded its product offering to include a variety of coolers, drinkware, luggage, apparel, pet accessories and camping accessories. Seasonal colors and collections are frequently released, and customers have the option to personalize items. Customization additions include personal logos, corporate logos, text, monograms, symbols, collegiate logos, NASCAR logos and major league baseball logos. Overall, the unmatched character, innovation and quality of YETI products has allowed the brand to excel in its industry and exceed stakeholder expectations.

In 2018, YETI became a publicly traded company. Currently, the company has a market capitalization of around $8.7 billion, and it employs over 700 people. A total of seven flagship stores can be found in major cities across the United States, and its products can easily be purchased at countless retail stores serving as official YETI dealers. Additionally, as a company focused on the outdoors, YETI partners with many organizations associated with the environment such as The Conservation Alliance, Rocky Mountain Elk Foundation, Theodore Roosevelt Conservation Partnership, Thrive Outside and International Game Fish Association. These partnerships serve to celebrate life outdoors and provide assistance to organizations playing a critical role in the protection and preservation of all flora and fauna. Thus, YETI aspires to provide state-of-the-art gear for wildlife adventurists while fostering the excitement that ensues with nature-filled activities.

News Releases

Trade Media Press Release
Media Outlet: GearPatrol.com
Journalist: Steve Mazzucchi

For Immediate Release

Contact:
Alyssa Turner
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Jan. 2, 2022

YETI Announces Sustainable Product Line

RECYCLED MATERIALS AND CONSERVATION ORGANIZATION PARTNERSHIPS COMPRISE YETI'S NEWEST ADVANCEMENT

AUSTIN, TEXAS, Jan. 2, 2022 — YETI Holdings Inc., or YETI, announced its newest product line produced entirely from recycled materials. It also emphasized a strengthening of partnerships with conservation organization to support sustainable initiatives.

As a leader in crafting quality and durable cooler and drinkware products, YETI is on a mission to push the industry standard toward a more sustainable future. The brand's innovative new line will contain the same high-quality craftsmanship its products are known for, but it will utilize completely recycled materials to promote the importance of environmental stewardship.

"Our entire company is beyond excited to begin this new journey," said YETI CEO Matthew Reintjes. "This is a major step in the right direction, and we're excited to be at the forefront. Conservation is at the heart of what we do here at YETI, and it only makes sense to continue pursuing our passion."

YETI will begin a campaign to assist in the promotion of this new line with the desired outcome of increasing its corporate social responsibility outlook while simultaneously sponsoring a partnered conservation organization and bolstering sales.

Overall, the company hopes that the promotion of this line will garner widespread attention for the environmental sustainability cause and initiate an industry wave of advanced development by keeping manufacture and consumer waste at a minimum.

About YETI
YETI Holdings Inc., or YETI, is a designer, developer, and distributer of durable, high quality products including coolers, drinkware, apparel, and accessories. YETI dedicates its work to providing reliable and efficient products meant to withstand the typical wear and tear of general usage both indoors and out. The company strives to maintain a strong relationship with its loyal customers while providing an outlet for conservation organizations and environmental initiatives to gain traction and thrive. To learn more, visit https://www.yeti.com/en_US or follow YETI on Facebook, Twitter, Instagram, and YouTube.

— End —

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Financial Media Press Release
Media Outlet: Forbes.com
Journalist: Shelley Kohan

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For Immediate Release

Jan. 2, 2022

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As a leader in crafting quality and durable cooler and drinkware products, YETI is on a mission to push the industry standard toward a more sustainable future. The brand's innovative new line will contain the same high-quality craftsmanship its products are known for, but it will utilize completely recycled materials to promote the importance of environmental stewardship.

"Our entire company is beyond excited to begin this new journey," said YETI CEO Matthew Reintjes. "This is a major step in the right direction, and we're excited to be at the forefront. Conservation is at the heart of what we do here at YETI, and it only makes sense to continue pursuing our passion."

YETI will begin a campaign to assist in the promotion of this new line with the desired outcome of increasing its corporate social responsibility outlook while simultaneously sponsoring a partnered conservation organization and bolstering sales.

With this product introduction, partnership reinforcement and accompanying campaign, the YETI Board of Directors anticipates the next two quarters' earnings will exceed the company's previous three years of steady progress. An expected target growth in total profit should fall somewhere between 3% and 5%.

Overall, the company hopes that the promotion of this line will garner widespread attention for the environmental sustainability cause and initiate an industry wave of advanced development by keeping manufacture and consumer waste at a minimum.

About YETI

YETI Holdings Inc., or YETI, is a designer, developer, and distributer of durable, high quality products including coolers, drinkware, apparel, and accessories. YETI dedicates its work to providing reliable and efficient products meant to withstand the typical wear and tear of general usage both indoors and out. The company strives to maintain a strong relationship with its loyal customers while providing an outlet for conservation organizations and environmental initiatives to gain traction and thrive. To learn more, visit https://www.yeti.com/en_US or follow YETI on Facebook, Twitter, Instagram, and YouTube.

— End —

Contact:
Alyssa Turner
aturner1@ufl.edu
850-619-3463

Pitches

Trade Publication Pitch

To: Steve Mazzucchi (GearPatrol.com)
From: Alyssa Turner
Subject: Abominable Snowman Fights For The Environment

Hi Steve,

I read your recent article on smart outdoor products and how innovation never stops. You frequently write about pioneering companies making groundbreaking environmental gear, and I've got just the news that will captivate your yearning audience: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Writing about this exciting new advancement is sure to energize your readers and give them a chance to better explore the breadth and depth that outdoor gears and correlating organizations have to offer. Your readers will be obsessed with this innovative new line because it contains the same high-quality craftsmanship YETI's products are known for while utilizing completely recycled materials to promote the importance of environmental stewardship.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
aturner1@ufl.edu

YETI COOLERS

Trade Broadcast Outlet Pitch

To: Good Morning America "Style" News Desk (GMA)
From: Alyssa Turner
Subject: Look Out! – This Yeti Is Emerging From Its Cave

Hi GMA "Style" News Desk,

I've watched your recent segments on sustainable industry trends and popular brand announcements, and I've got just the news that will captivate your yearning audience: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Reporting on this exciting new advancement is sure to energize your viewers and give them a chance to better explore the breadth and depth that outdoor gears and correlating organizations have to offer. Your readers will be obsessed with this innovative new line because it contains the same high-quality craftsmanship YETI's products are known for while utilizing completely recycled materials to promote the importance of environmental stewardship. Plus, the news will come just in time for your viewers' spring and summer preparations.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
aturner1@ufl.edu

YETI COOLERS

Trade Social Media Outlet Pitch

To: Meg Carney (The Gear Junkie on Facebook)
From: Alyssa Turner
Subject: What's Cooler Than An Abominable Snowman? A Sustainable Abominable Snowman!

Hi Meg,

I read your recent article about the best thermoses of the year, and I noticed that your social media outlet frequently highlights innovative outdoor gear. Because of this, I thought I would reach out to you with news that is sure to capture your audience's attention: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Writing about this exciting new advancement is sure to energize your readers and give them a chance to better explore the breadth and depth that outdoor gears and correlating organizations have to offer. Your readers will be obsessed with this innovative new line because it contains the same high-quality craftsmanship YETI's products are known for while utilizing completely recycled materials to promote the importance of environmental stewardship.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
aturner1@ufl.edu

YETI COOLERS

Financial Publication Pitch

To: Shelley Kohan (Forbes.com)
From: Alyssa Turner
Subject: This Snowman Will Shock The World

Hi Shelley,

I read your recent articles pertaining to the increases in profit that both Levi and Nike have been experiencing lately. As a writer who frequently focuses on the surprising financial changes organizations experience, I figured I would reach out to you with news that will capture your audience's attention: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Writing about this exciting new advancement is sure to energize your readers and give them a chance to analyze the exponential growth YETI's Board of Directors anticipates the company will soon experience. It may also be a perfect opportunity to provide your audience with a chance to track how such a game-changing product line introduction may influence the overall financials of a large corporation.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
aturner1@ufl.edu

YETI COOLERS

Financial Broadcast Outlet Pitch

To: CNBC News Desk (CNBC)
From: Alyssa Turner
Subject: Even A Yeti Would Be Impressed With This

Hi CNBC News Desk,

I watched your recent sustainable future forum focused on money and investing, and I thought I may have the perfect follow-up story you can include in a similar U.S. based forum. This news is sure to capture your audience's attention and get them excited for the future: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Reporting about this exciting new advancement is sure to energize your viewers and give them a chance to analyze the exponential growth YETI's Board of Directors anticipates the company will soon experience. It may also be a perfect opportunity to provide your audience with a chance to track how such a game-changing product line introduction may influence the overall financials of a large corporation.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
aturner1@ufl.edu

Financial Social Media Outlet Pitch

To: The Economist News Desk (for Facebook page)
From: Alyssa Turner
Subject: This Snow Monster Is Going Green

Hi Economist Social Media News Desk,

I follow your activity on Facebook, and I've noticed you frequently post about sustainable products, climate change and consumer spending decisions. As an organization that frequently focuses on these hot topics, I figured I would reach out to you with news that will capture your audience's attention: YETI Holdings Inc., or YETI, just announced its newest product line produced entirely from recycled materials, and it also emphasized a strengthening of partnerships with conservation organizations to support sustainable initiatives.

Posting about this exciting new advancement is sure to energize your readers and give them a chance to analyze the exponential growth YETI's Board of Directors anticipates the company will soon experience. It may also be a perfect opportunity to provide your audience with a chance to track how such a game-changing product line introduction may influence the overall fluctuation of an industry heading toward a more sustainable future.

Thank you for your time, and I will check back with you next Tuesday about this.

Best,
Alyssa

Alyssa Turner
YETI Public Relations Representative
850-619-3463
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Feature Article

Key Messages: YETI conservation partnerships; product reliability; impact on individuals
Publication: Field & Stream Magazine
Reporter: Morgan Lyle

To Fish Another Day

Sturdy fishing poles, early mornings and fresh bait are the perfect ingredients for making a successful fishing trip; plus, of course, a reliable ice chest.

Tyler Bishop often starts his Saturdays with a trip to Lake Talquin near Tallahassee, Florida. His goal is to catch a substantial quantity of edible fish to cook for his family's weekly dinner gathering.

"It's a Bishop family tradition," he said. "Almost every weekend for nearly 30 years, I've made my way around countless lakes trying to catch the best of what nature has to offer. My grandkids especially love to make the trip with me."

Over the years, he has used up a multitude of coolers. He'll stuff them full of ice and fresh fish, toss them around in his boat and then lug them into the bed of his pickup truck for the trip home.

"I always had a hard time making them last," Bishop said. "It was either the lid snapping, the handles falling off or the seals breaking. I couldn't catch a break until I finally bought the YETI."

Bishop swears on the durability of his Tundra Hard YETI cooler. Ever since his purchase, he hasn't had a single fishing trip go awry.

"It's important, you know," he said. "If I can't rely on my gear while I'm out on the water, then there's no point in even making the trip out there."

As a retired National Park Service ranger, Bishop is accustomed to spending his time outdoors. He's also familiar with the necessities of conservation and the importance of education and spreading awareness.

Because of his background, he decided to search for a gear provider that would benefit not just him, but the activities he enjoys. That's when he found YETI.

The company recently released a new line of products made of 100% recycled materials, and each sale directly benefits organizations with efforts focused on environmental conservation and sustainability.

"Tell me if you can find something better than this," Bishop said. "I seriously couldn't believe there was anything out there like it. What a treat."

Bishop is a member of the Coastal Conservation Alliance, which is a nonprofit focused on conserving and restoring coastal marine resources. He was thrilled to find out that his ice chest purchase actually benefited the work of the CCA.

In fact, with YETI's new product line release, the company has promised a strength in partnerships with many conservation organizations similar to the one Bishop is a part of.

A portion of the funds from all purchases will be donated, and YETI hopes the concept of creating cooler and drinkware products from recycled materials will initiate an industry transition.

"I truly couldn't be happier," Bishop said. "I get to fish, use a great cooler and support a good cause. We can only hope more companies will start to take note."



A SUSTAINABLE PATH FORWARD

Campaign Outline

Alyssa Turner | PUR 4100

YETI®