

Keep Your COVID Customers:

How Brunswick is leveraging mobile messaging-based conversational insights to nurture the next wave of brand advocates

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RIVAL

SPEAKERS



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BRUNSWICK



Defining, creating and continuously innovating the future of the recreational marine market.

THE WORLD'S LEADING
RECREATIONAL BOAT BRANDS
MARINE PROPULSION
MARINE PARTS & ACCESSORIES
BOAT CLUB OPERATOR

THE INDUSTRY'S LEADING
INNOVATION CAPABILITIES
SERVICES PORTFOLIO



1 out of every 2

BOATS IS POWERED BY MERCURY

3 of the top 4

MOST RECOGNIZABLE U.S. BOAT BRANDS

300+

BOAT CLUB LOCATIONS

300+

PATENTS SINCE 2017

BRUNSWICK
INNOVATION + INSPIRATION
ON THE WATER

Serendipity, in the wake of the pandemic

- COVID shuttered industries overnight & accelerated shift to online shopping
- Though not normally conducive to online purchase, even big-ticket, luxury items started flying off “shelves”
- Recreational boating gladly filled the need for consumers desperate for COVID-safe activities

45% of Americans shifted brands during the pandemic...

85% are sticking with one of their new choices

A surge in new consumers led to an ~~unprecedented~~ opportunity

Engage, understand & cater to the needs & expectations of First-Time Boat Buyers (FTBB)



Define and segment new boaters

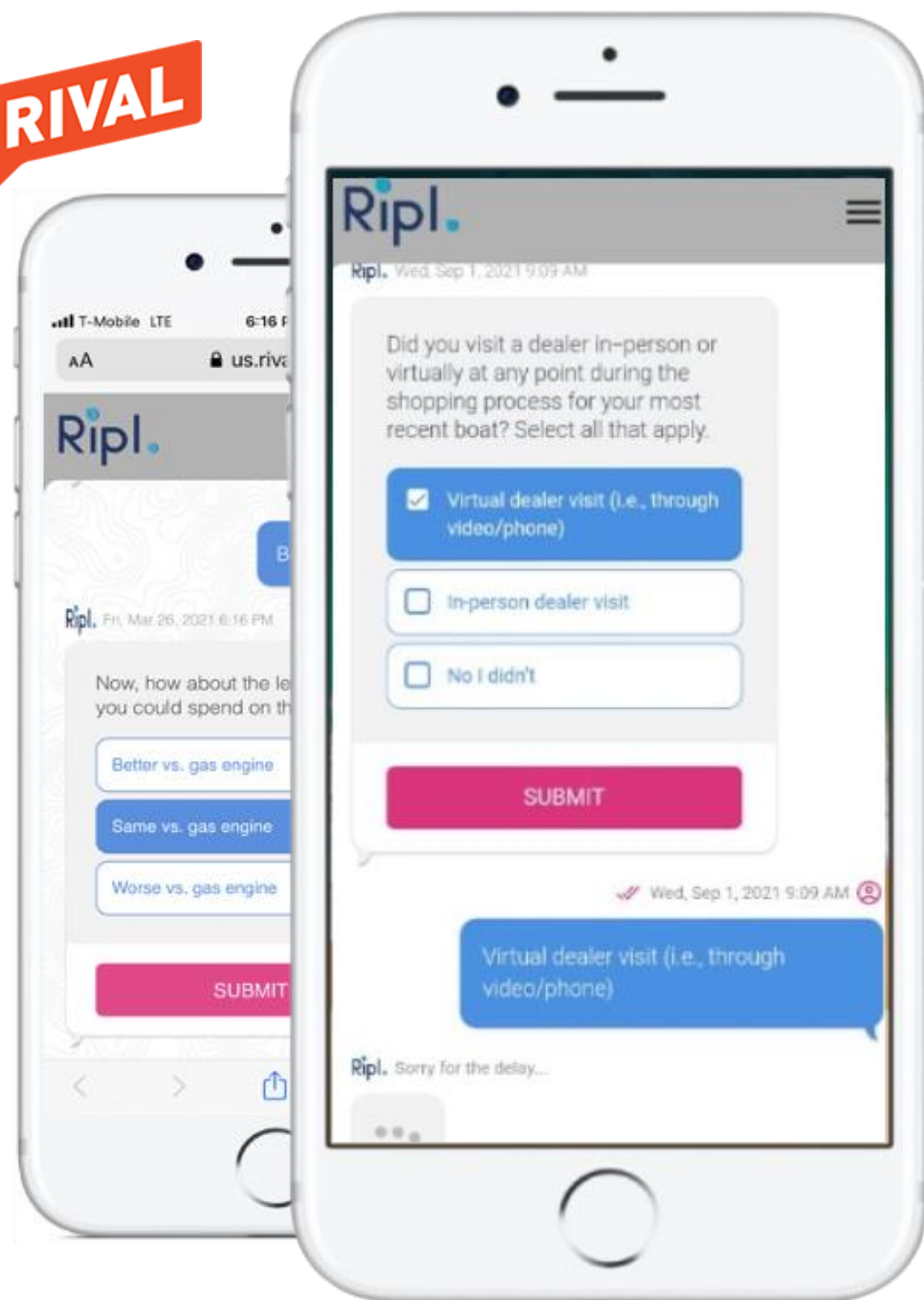


Understand the evolved path to purchase



Track how their needs & preferences change over time

RIVAL



A simple and powerful idea

Engage your audience...

in the channels they already use...

to capture immersive & in-the-moment insights...

quickly and at scale

Ripl. The insider community for boaters



Be Heard

Respond to surveys used by top experts and innovators to improve the industry



Get Rewarded

Earn swag, member-only invites, and discounts on products and trainings



Get Connected

Find meetups, events, and community projects where you live or travel



Be First

Get exclusive information and access to products, trends, and launch events

How We Leverage Ripl



Understand points of fun vs. friction

Pre-purchase

- Validate assumptions
- Update purchase motivators
- Understand points of difference – new vs. experienced boaters

Post-purchase

- Create educational programs
- Build a sense of community
- Reinforce themes of safety



Enhance the (new) hybrid purchase experience



Create digital experiences that allow people to educate themselves in a brand-driven environment

Ultimately, let customers tell their stories!

- Rigor of quant, with “flairs” of qual
- The power of video, photo & audio to humanize and contextualize
- Go beyond PowerPoint reporting



Key Takeaways

1. Meet your consumers where they're already at (hint: their smartphone)...for faster and more in-the-moment insights
2. Mix the rigor of traditional data inputs with the power of new-age multi-media-based inputs...for quant + qual + contextual data sets
3. Rethink what a research deliverable can (and should) be...

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