

Brooks Sports

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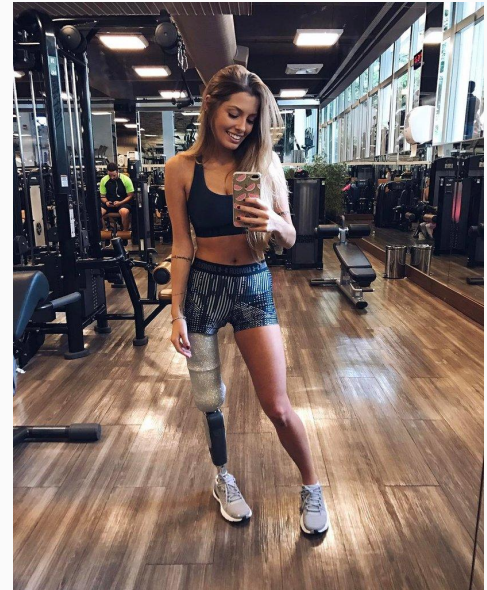


Recommended Decision

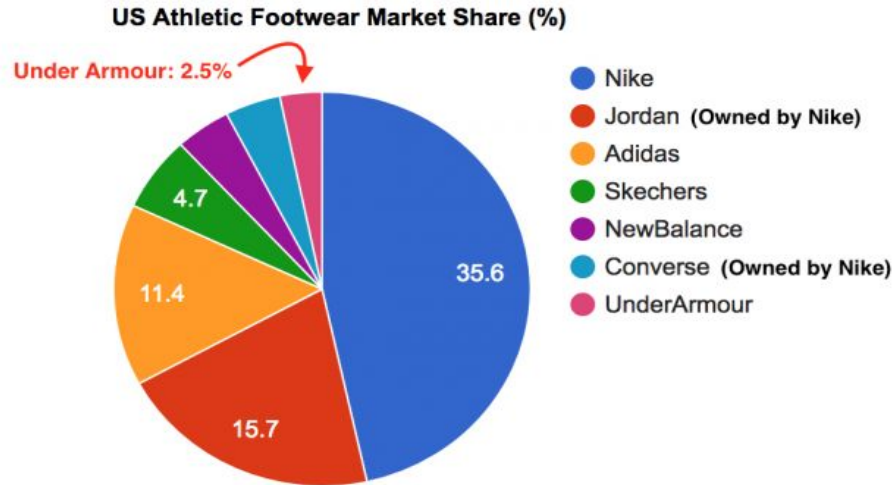
- Solely focused on only the running industry
- Increase marketing by hiring brand ambassadors
- Become a sponsor for ultra marathons
- Reach out to younger generation by creating a new product line

Decision Criteria

- Too much competition outside of the running market
- Paola Antonini - Brand Ambassador
- Multi-Day marathons will give us more brand exposure
- Cater to the style of the younger generation



Proof of Recommendation: Competition



Data via NPD Group

Proof of Recommendation- Brand Ambassadors



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SOCIAL PEER RECOMMENDATION**

VS.

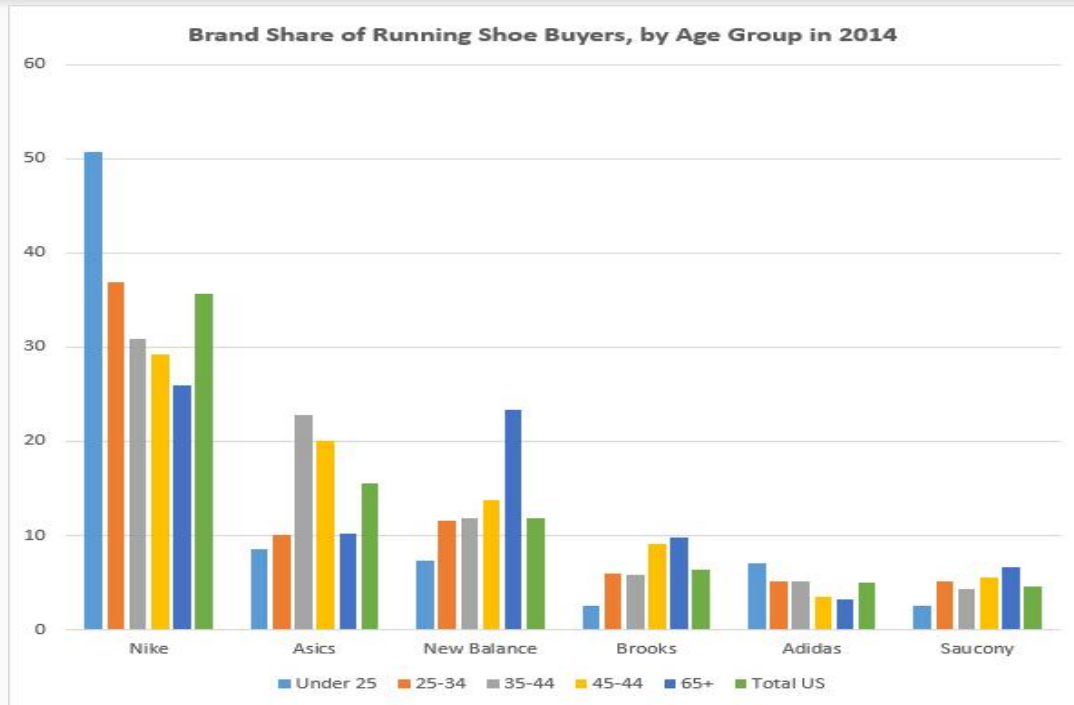


**ONLY 14% OF CONSUMERS TRUST
ADVERTISEMENTS**

Proof of Recommendation: Multi-Day Marathons

- Any marathon longer than 26.2 miles
- Can last up to 3 days
- Only the most dedicated runners participate
- Multiple days of running = more exposure

Proof of Recommendation: Younger Generation



Action Plan

- No need to diversify
- Hire Paola Antonini as our brand ambassador (\$50,000)
- Become sponsor for ultra marathons as well as having our brand ambassador at events promoting Brooks
- Creating a new trendy product line will generate more money with a younger generation