

Birds of a Different Feather

While hunter numbers have remained relatively flat over the last decade, growth within the ranks of women and youth hunters is on the rise. Are there potential opportunities for you, the outdoor brand manager, here? If so, this means more than downsizing guns or clothing to “fit” children and slapping pink over the top of existing gear and calling it “the new women’s line.”

There are scores of male-product-dominated national brands that have made the wise move to market towards female participants. But Nike, Reebok and Under Armour are a few that quickly come to mind that have done it...and have done it ever so successfully.



While Winchester Ammunition targets female shooters with its W Train and Defend brand and Savage Firearms hones in on youth with its Rascal line of guns...we’d like to zero in on a brand in our community that designs and develops everything specifically for women...Prios.



Prios is a brand that’s owned and operated by women, creating clothing for the female hunter. Prios’ website states, “... Take Pride in NOT Being One of the Guys...” Prios is a brand that is built around the idea that women deserve serious outdoor gear to perform, be efficient and function out in the field. Founder and CEO, Kirstie Pike states on Prios’ website that what sets her brand apart is the belief that women require performance outdoor gear for hunt and field activities. She notes that Prios believes that women hunt hard and deserve gear to support their pursuits. Prios has created signature gear features such as scapular pockets, and lumbar compartments to name two sought-after essential designs. Prios has been running now for 8 years, and looks to expand into the international market.

Brands like Winchester, Savage and Prios heard the call to action. They not only created outstanding quality products, but also effective messaging to reach women and youth hunters...and have called them to action as well.

Protect Thy Brand. Understand your Customer and your strengths to communicate effectively since birds can be of a different feather.



5695 Indian Paint Run Littleton, CO 80125 (303) 552-8454
jdepalma@brandintelligent.com
bzlupko@brandintelligent.com
www.brandintelligent.com

