



Case Challenge: Marketing Jack Link's to Outdoor Enthusiasts Background:

At Jack Link's, we believe in embracing the wild side that exists within all of us. Our brand is all about adventure, humor, and fueling the fun—whether that's in the middle of a workday or deep in the wilderness. We provide high-quality, protein-rich snacks that help people stay real and stay wild.

While Jack Link's is a household name in snacking, we see an opportunity to expand our reach among **outdoor enthusiasts**—hikers, skiers, fishers, hunters, camping enthusiasts and others who live for the great outdoors. These individuals need **portable, high-protein snacks** to fuel their adventures, and Jack Link's offers the perfect solution.

The Challenge:

Your team is challenged to **develop a strategy** for positioning Jack Link's as the go-to snack for outdoor adventurers. Your goal is to create a compelling case for why and how Jack Link's should increase its marketing efforts toward this audience.

Key Questions to Consider:

1. **Target Audience:** Who are the outdoor enthusiasts we should focus on? What are their interests, behaviors, and needs when it comes to snacking?
2. **Brand Fit:** How does Jack Link's align with the outdoor lifestyle? What aspects of our brand identity should we highlight?
3. **Marketing Strategies:** What marketing channels should we use to reach this audience? Consider social media, influencer partnerships, experiential marketing, retail placements, sponsorships, and more.
4. **Messaging & Creativity:** What key messages, slogans, or creative approaches would best resonate with outdoor adventurers?
5. **Competitor Analysis:** What other snack brands are targeting this audience, and how can Jack Link's differentiate itself?
6. **Partnership Opportunities:** Are there brands, events, or organizations in the outdoor space that Jack Link's could collaborate with?

Deliverable:

Your team will present a **marketing proposal** outlining your strategy in the form of a presentation slide deck. Be sure to include **data, insights, and creative recommendations** to support your case. You will submit your slide deck to angela.cowles@jacklinks.com by 12:30 PM. Selected finalists will present their slide deck to Jack Link's team. Finalists will be announced at 1:00 PM, and presentations will begin at 1:15 PM.

- **Submit your slide deck to angela.cowles@jacklinks.com by 12:30 PM. No submissions received after the deadline will be judged.**
 - **In the email include the names of all team members and team name.**

Remember: At Jack Link's, we believe in having fun and embracing the wild. Your ideas should be **bold, adventurous, and engaging**—just like our brand!