

The background of the slide is a scenic photograph of a calm lake reflecting the surrounding mountains and sky. The Patagonia logo is overlaid on the left side of the image.

# patagonia®

BUILT BY

*Danner®*

MGMT X 460.394 (Fall 2021)

*UCLA Extension: Digital Marketing*

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## CONTENT MARKETING STRATEGY

## MEET THE TEAM

01

**BRAND VALUE  
PROPOSITION**

JOANNA PEÑA

02

**BUYER PERSONA**

STEPHANIE AGUILAR

03

**BRAND PURPOSE &  
STORY**

SANDY ORTEGA

04

**CUSTOMER  
EXPERIENCE**

SAMPATH DINDI

05

**CONTENT  
DISTRIBUTION**

KILEY MATHIS



**01**

**BRAND VALUE  
PROPOSITION**



“  
**We're in business to  
save our home  
planet.**”

## THE PATAGONIA MISSION

Patagonia strives to meet the needs not only of its consumers but of society at large. The brand provides outdoor enthusiasts with gear and apparel designed and produced with the planet in mind. Much of the brand's appeal comes from its well-established sense of purpose and intentional action towards environmental sustainability and ethical labor practices.



## PATAGONIA & THE CONSUMER



# SWOT Analysis

## STRENGTHS

1. A clear and well-established mission
2. Intentionally developed initiatives
3. Numerous active partnerships
4. Status as Certified B Corporation
5. Strong existing online presence

## WEAKNESSES

1. Niche audience narrows market reach and brand appeal
2. Costly sustainable production
3. Limited short-term progress and opportunity as a private entity, without a parent company for additional funding

## OPPORTUNITIES

1. Increasing public access to industry supply chain information
2. Rising consumer demand for purpose-based brand value
3. Greater consciousness of ethical and environmentally sustainable practices factoring into consumer purchase decisions
4. Technological innovation for customer connection as well as betterment of business operations

## THREATS

1. Research being conducted by larger companies to develop strategies to keep up with the new trends
2. Industry becomes saturated as market demand for sustainable outdoor apparel continues to grow
3. Comparative financial disadvantage against larger, mainstream brands

## BRAND VALUE PROPOSITION

An active lifestyle brand that provides outdoor enthusiasts with access to **Durable, Affordable** and **Responsibly-sourced** apparel.

