

**Kato Collar
Multi-Touchpoint
Trade Show
Experience**



Team



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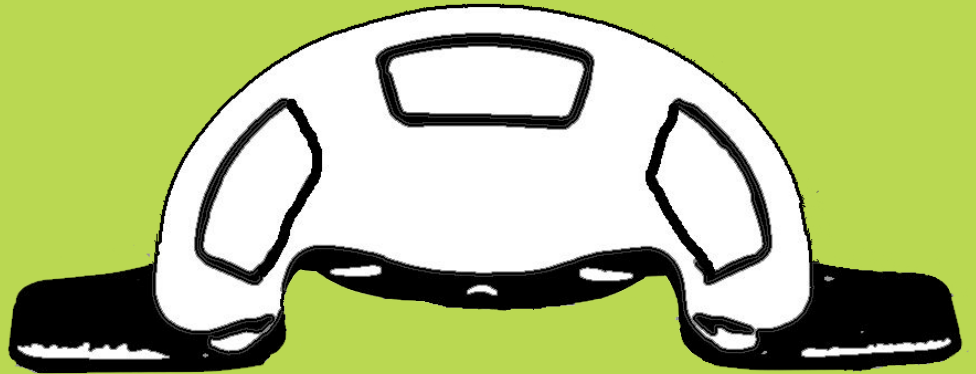
Journey Map

Stage	ATTRACT		ENGAGE	EDUCATE	FOLLOW-UP
	Pre-convention At Convention		At Convention	At Convention	Post-Convention
Business Goals	Trigger interest in Kato Collar Position brand as innovator/ Disruptor		<ul style="list-style-type: none"> Encourage Interaction at booth Reinforce Kato Value Prop Demonstrate Company as innovator 	<ul style="list-style-type: none"> Educate Customers on concussions, history and prevention techniques 	<ul style="list-style-type: none"> Order Kato from website Continue to engage, send referrals Encourage following and sharing of stories. Create brand love Sign up for Ambassador Program Sign up for Webinar
User Goals	Be informed; which vendors will be exhibiting	Learn more and connect with from vendors: Focused on health, safety and winning	<ul style="list-style-type: none"> What does Guardian Athletics do? How can this help players? 	<ul style="list-style-type: none"> Understand solutions for concussion prevention. Validity and legitimacy of product. How does this keep players safe? 	<ul style="list-style-type: none"> Share info with assistants / booster club Sign up for "Ambassador Program." Sign up for Webinar
User Thoughts & Emotion	<i>I'm excited to go to the convention Hooray!!!</i>	<i>"Wow!!! Look at that booth!"</i>	<i>"Hmm.. I'm curious. There's a long line but it looks worth it!"</i>	<i>"Eureka!!!" My players and their parents will love this product!"</i>	<i>"The Ambassador Program could be a win/win for everyone"</i>
Touch Points	<ul style="list-style-type: none"> Pre-event email blast Event web page Social media Register to win 		<ul style="list-style-type: none"> Win a tailgating experience and NFL tickets Goody Bag (Protein Bar, Protein shake, Fact sheet for parents) Social media 	<ul style="list-style-type: none"> Helmet, pads and collar displayed on table for people to try Digital display and take away material on "Ambassador Program" Interactive "Touch TV" educational quiz/. How smart are you Steps/ Template on how to raise money using crowdfunding 	<ul style="list-style-type: none"> Visit website and sign up for Ambassador program. Sign up for free access code to watch tutorial. Share with team, parents and Athletic Director Social media Post-event email blast Post-event recap web page

Challenge

During our research we identified two challenges.

- The first was the price of the KATO Collar. It's more expensive than competitors.
- The second hurdle was the stigma in the football community of being perceived as weak or prone to injury. Some studies show that players don't want to be singled out wearing a collar.



Persona

Jack Smith

Age: 45

Occupation: Football coach for a local high school

Status: Married with a son and daughter

Goals: To keep his players educated and healthy and to win

Bio: Jack is a proud and passionate coach who wants to keep his players educated and healthy so they can continue winning on and off the field. He's on a tight budget and reluctant to buy any new equipment unless it is necessary. He's looking forward to attending the next convention so he can learn more about new trends in the football industry.



Jack Smith

Client Goals

- 1 Attract
- 2 Engage
- 2 Educate
- 3 Follow-up

Attract



Attract

Stage: Pre-Convention

Business Goals:

- Inform about convention
- Trigger interest in Kato Collar
- Position brand as innovator and disrupter

User Goals:

- Who, what, when, where
- Stay connected and informed about upcoming events and programs

Pre-Convention Eblast



The eblast features a top photograph of two football players in blue jerseys and white pants, one tackling the other on a grass field. A 'GUARDIAN ATHLETICS' logo is overlaid on the left. Below the photo is a green banner with the text 'Visit Us at NATA's A.T. Expo, Booth #200'. The main section has a dark blue background with 'A.T. EXPO' in large green letters, followed by 'June 26-29, 2018' and 'New Orleans' in white. A green banner below lists three bullet points: 'Take the KATO COLLAR Challenge', 'Win Prizes', and 'Sign Up for Our Ambassador Program'. The bottom section contains two smaller images: a silhouette graphic of a player tackling another, and a photo of a player in mid-air. Below these is the text 'LEARN MORE ABOUT THE KATO COLLAR', 'VISIT OUR EXPO.WEB.PAGE FOR EXPO INFO', and 'LET THEM PLAY — PREVENT • PERFORM • RECOVER'. At the very bottom are social media icons for Facebook, Instagram, LinkedIn, and YouTube.

GUARDIAN ATHLETICS

Visit Us at NATA's A.T. Expo, Booth #200

A.T. EXPO
June 26-29, 2018
New Orleans

- Take the **KATO COLLAR** Challenge
- Win Prizes
- Sign Up for Our Ambassador Program

LEARN MORE ABOUT THE KATO COLLAR
VISIT OUR [EXPO.WEB.PAGE](#) FOR EXPO INFO

LET THEM PLAY — PREVENT • PERFORM • RECOVER

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Attract

Stage: Pre-Convention

Business Goals:

- Inform about convention
- Trigger interest in Kato Collar
- Position brand as innovator and disrupter

User Goals:

- Who, what, when, where
- Stay connected and informed about upcoming events and programs

Pre-Convention Web Page

Coach Jack

“This Kato collar looks interesting. It better not be one of those knock offs I bought five years ago. I’ll have to check out their booth.”



Attract

Stage: Pre-Convention

Business Goals:

- Inform about convention
- Trigger interest in Kato Collar
- Position brand as innovator and disrupter

User Goals:

- Who, what, when, where
- Stay connected and informed about upcoming events and programs

Pre-Convention Social Media Facebook and Instagram



“Looking forward to...”, brief info about the event and link to web page for more detail.

Attract

Stage: During Convention

Business Goals:

- Inform about convention
- Trigger interest in Kato Collar
- Position brand as innovator/ disrupter

User Goals:

- Who, what, when, where
- Stay connected and informed about upcoming events/programs

Convention Social Media Facebook and Instagram



“Stop by our booth”, panoramic shot of the booth and/or quick video of booth experience to generate excitement.

Engage & Educate



Engage

Stage: During Convention

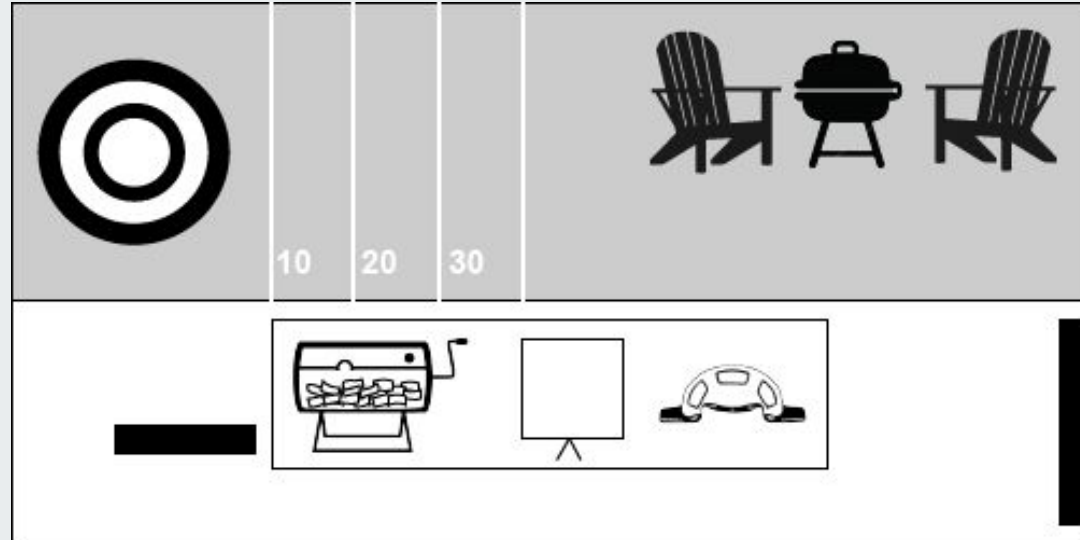
Business Goals:

- Encourage interaction at booth
- Reinforce KATO value proposition
- Demonstrate company as innovator

User Goals:

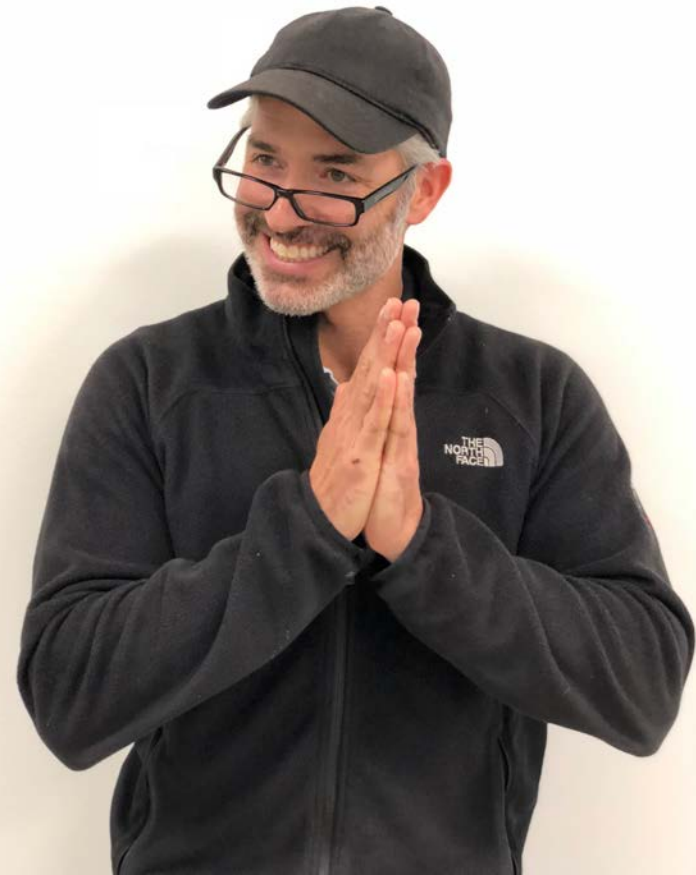
- What does Guardian Athletics do?
- How can this help my players?

Booth Experience



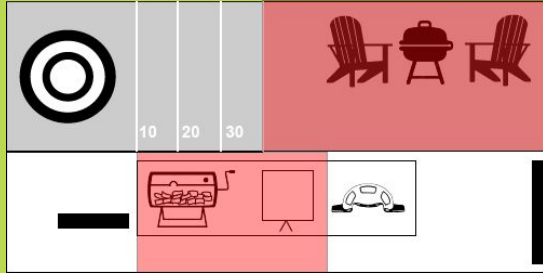
Coach Jack

“It’s time to warm up the wing and show these guys I still got it”



Engage

Stage: During Convention



Business Goals:

- Encourage interaction at booth
- Reinforce KATO value proposition
- Demonstrate company as innovator

User Goals:

- What does Guardian Athletics do?
- How can this help my players?

Gamification of the experience



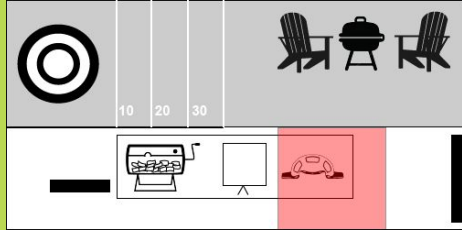
Coach Jack

Jack becomes even more excited and envisions himself walking out of the convention with a new “Tailgating Set.”



Educate

Stage: During Convention



Business Goals:

- Educate customers on concussions, history and prevention techniques

User Goals:

- Understand solutions for concussion prevention
- How does this keep my players safe?

Kato Collar: Try it on!



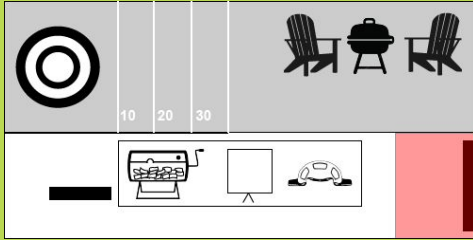
Coach Jack

“Not a good purchase. The KATO Collar could be a much better solution.”



Educate

Stage: During Convention



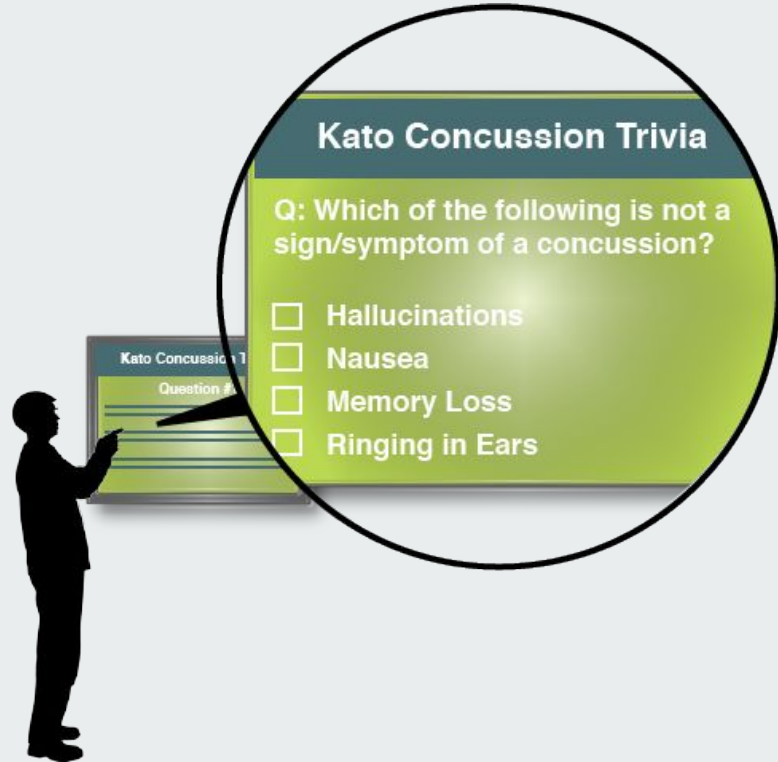
Business Goals:

- Educate customers on concussions, history and prevention techniques

User Goals:

- Understand solutions for concussion prevention
- How does this keep my players safe?

Kato Collar Challenge 1: Educational Concussion Trivia



Coach Jack

“I totally got this.”

“Hmm.. Which of the following is not a sign of a concussion?”

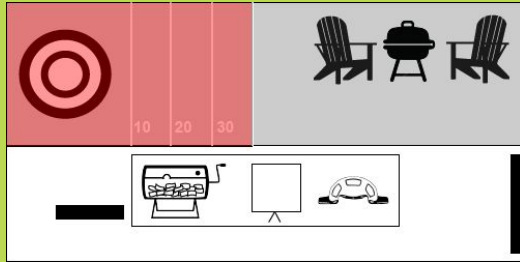
- Hallucination
- Nausea
- Memory Loss
- Ringing in Ears

Definitely not Hallucinations.. “Winning”



Engage

Stage: During Convention



Business Goals:

- Encourage interaction at booth
- Reinforce KATO value proposition
- Demonstrate company as innovator

User Goals:

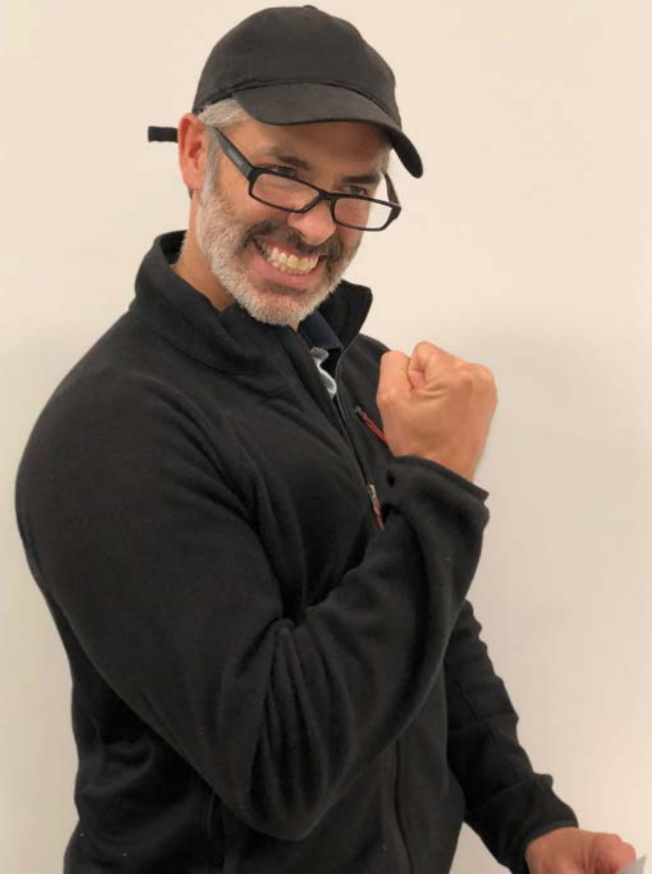
- What does Guardian Athletics do?
- How can this help my players?

Kato Collar Challenge 2: Football Toss



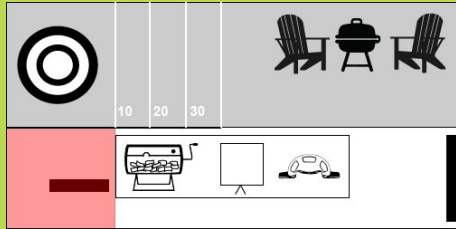
Coach Jack

“Oh man, that looks good. I’ll have to pocket a few of those treats before I leave the booth. I also want to check out that grilling set.”



Educate

Stage: During Convention



Business Goals:

- Educate customers on concussions, history and prevention techniques

User Goals:

- Understand solutions for concussion prevention
- How does this keep my players safe?

Kato Collar Challenge 3: Ambassador Program

**Join the Kato
Ambassador Program**

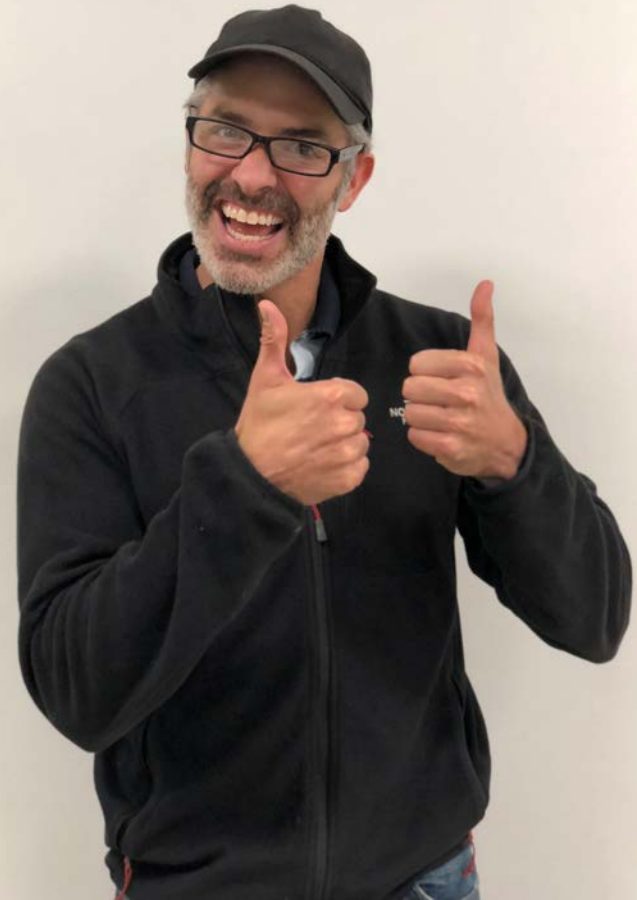
**Receive a 50% discount and
protect your players.**

**Ask us to learn more about the
benefits and sign up.**

Limited Availability!

Coach Jack

“Wow. I’ve gotta jump on this. Even our cornerback Steve will like this. He hated being the **ONLY ONE** wearing a padded rib protector. If we’re part of the Ambassador Program every defensive player will have a KATO collar like his. I can’t wait to present this to Ted, the Athletic Director.”



Follow-up



Follow-up

Stage: Post-Convention

Business Goals:

- Order KATO from website
- Continue to engage, send referral
- Encourage following and sharing of stories

User Goals:

- Collect information that you can share with others

Goody Bag with Protein Bar



Coach Jack

“I’m not sure I’ll be able to remember all this, Thankfully I won’t have to since they gave me all this awesome information.”



Follow-up

Stage: Post-Convention

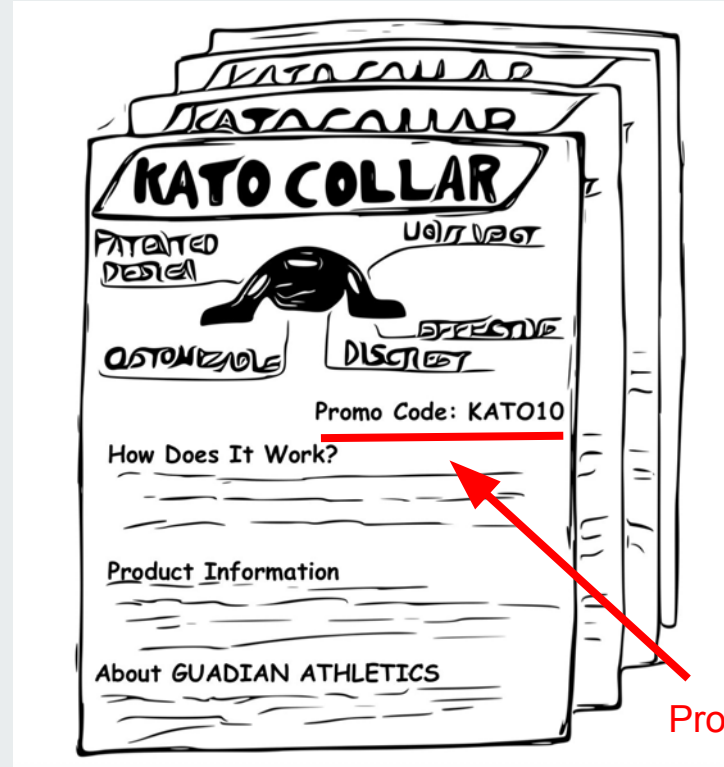
Business Goals:

- Order KATO from website
- Continue to engage, send referral
- Encourage following and sharing of stories

User Goals:

- Collect information that you can share with others

One-page Sell Sheet



Coach Jack

“Even if my team doesn’t move forward with the KATO Ambassador Program, I am happy I can still get a 10% discount with this promo code”



Follow-up

Stage: Post-Convention

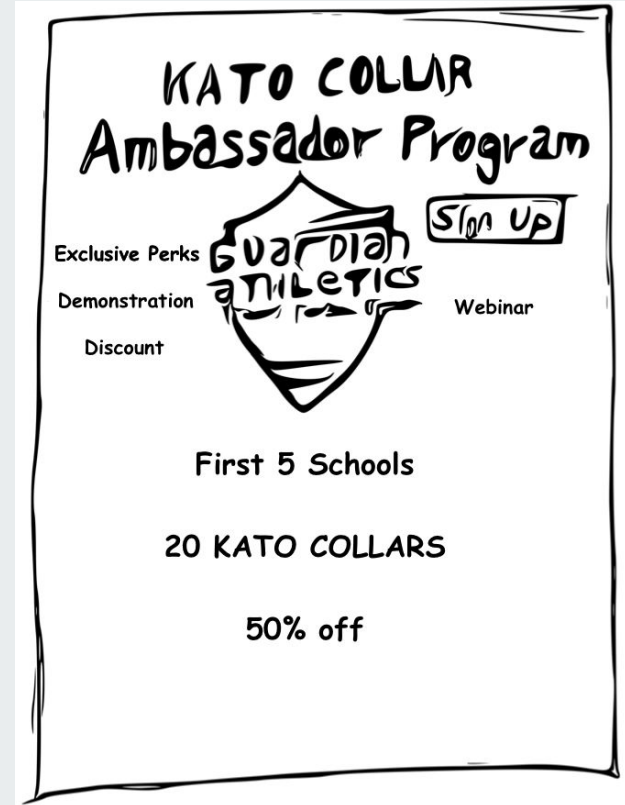
Business Goals:

- Order KATO from website
- Continue to engage, send referral
- Encourage following and sharing of stories

User Goals:

- Collect information that you can share with others

Ambassador Program



Coach Jack

“I have to sign up ASAP so my school can be one of the first five!”



Follow-up

Stage: Post-Convention

Business Goals:

- Order KATO from website
- Continue to engage, send referral
- Encourage following and sharing of stories

User Goals:

- Collect information that you can share with others

Certificate



Coach Jack

“I am confident when I talk about KATO in front of the parents because I am certified!”



Follow-up

Stage: Post-Convention

Business Goals:

- Order KATO from website
- Stay front of mind
- Connect and inform users
- Sign up for Webinar

User Goals:

- Collect information that you can share with others
- Stay connected and informed about upcoming events and programs

Post-Convention Social Media Facebook and Instagram



“Thank you for visiting us,” photo or video of booth, and link to web page recap to generate further interest and to sign-up for Webinar

Follow-up

Stage: Post-Convention

Business Goals:

- Order KATO from website
- Stay front of mind
- Connect and inform users
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User Goals:

- Collect information that you can share with others
- Stay connected and informed about upcoming events and programs

Post-Convention Eblast



**Thank you for stopping by our booth
at the A.T. Expo!**

Join us at our next event: Sports Expo, August 4



In case you missed it: A.T. Expo recap

Our KATO COLLAR Challenge

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[LEARN MORE](#)



Our Ambassador Program

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Sign up for our Webinar

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[LEARN MORE](#)

LEARN MORE ABOUT THE KATO COLLAR

LET THEM PLAY — PREVENT • PERFORM • RECOVER



Follow-up

Stage: Post-Convention

Business Goals:

- Order KATO from website
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- Sign up for Webinar

User Goals:

- Collect information that you can share with others
- Stay connected and informed about upcoming events and programs

Post-Convention Web Page



The screenshot shows a website page with a navigation bar at the top containing links for ORDER, KATO COLLAR, FROM THE FIELD, INVEST, and CONTACT. The main content area features a large photograph of a crowded convention booth. Below the photo is a dark blue banner with the text: "Thank you for stopping by our booth at the A.T. Expo! Join us at our next event: Sports Expo, August 4". A green bar below the banner contains the heading "A.T. EXPO RECAP". The page is divided into three columns of text, each with a small image and a "LEARN MORE" link. The first column is titled "Our KATO COLLAR Challenge" and includes a photo of a person with a Kato Collar. The second column is titled "Our Ambassador Program" and includes a photo of a person in a Kato Collar uniform. The third column is titled "Sign up for our Webinar" and includes a photo of a person in a Kato Collar uniform. At the bottom of the page, there is a "SIGN UP FOR OUR NEWSLETTER" form with a text input field and a "SIGN UP" button. The footer contains the address "1408 N Riverfront Dr Suite 201 Menasha, WI 54951", phone number "920.451.4470", email "admin@kato-collar.com", copyright notice "©2018 Kato-Collar, All Rights Reserved", and links for "Press Room", "Kato Collar Warranty Information", and "Website Privacy Statement". Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. A small green box in the bottom right corner says "SUPPORT OUR YOUTH COLLAR ON INDEGO".

ORDER KATO COLLAR FROM THE FIELD INVEST CONTACT

Thank you for stopping by our booth
at the A.T. Expo!
Join us at our next event: Sports Expo, August 4

A.T. EXPO RECAP

Our KATO COLLAR Challenge
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LEARN MORE

Our Ambassador Program
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LEARN MORE

Sign up for our Webinar
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LEARN MORE

SIGN UP FOR OUR NEWSLETTER

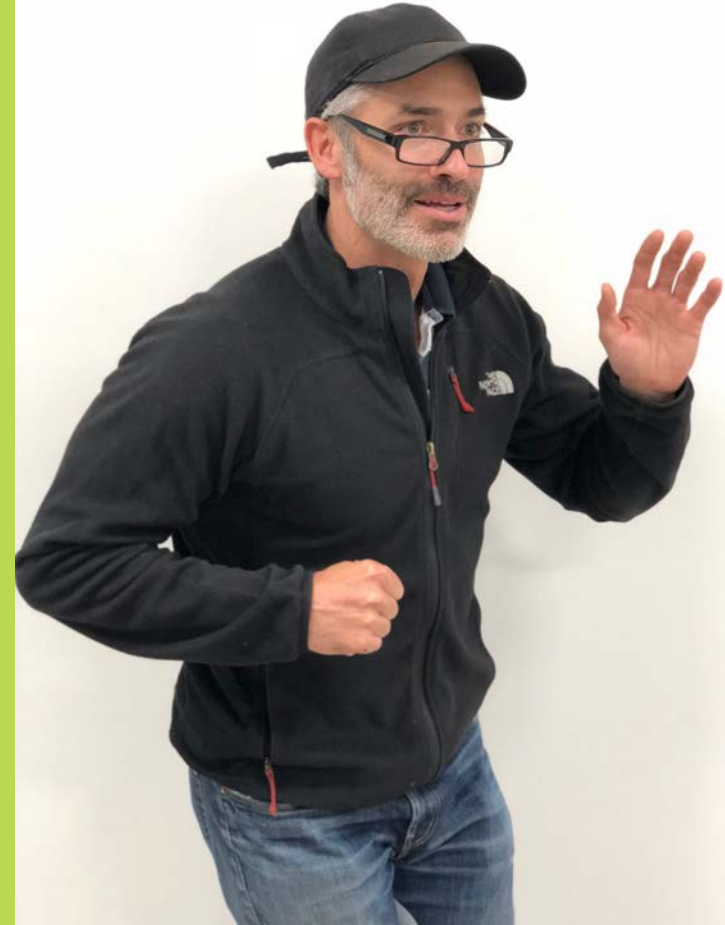
1408 N Riverfront Dr Suite 201 Menasha, WI 54951 | 920.451.4470 | admin@kato-collar.com
©2018 Kato-Collar, All Rights Reserved
Press Room | Kato Collar Warranty Information | Website Privacy Statement

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SUPPORT OUR YOUTH COLLAR ON INDEGO

Coach Jack

“We better not miss this opportunity.
We’re getting those KATO Collars...”



Conclusion

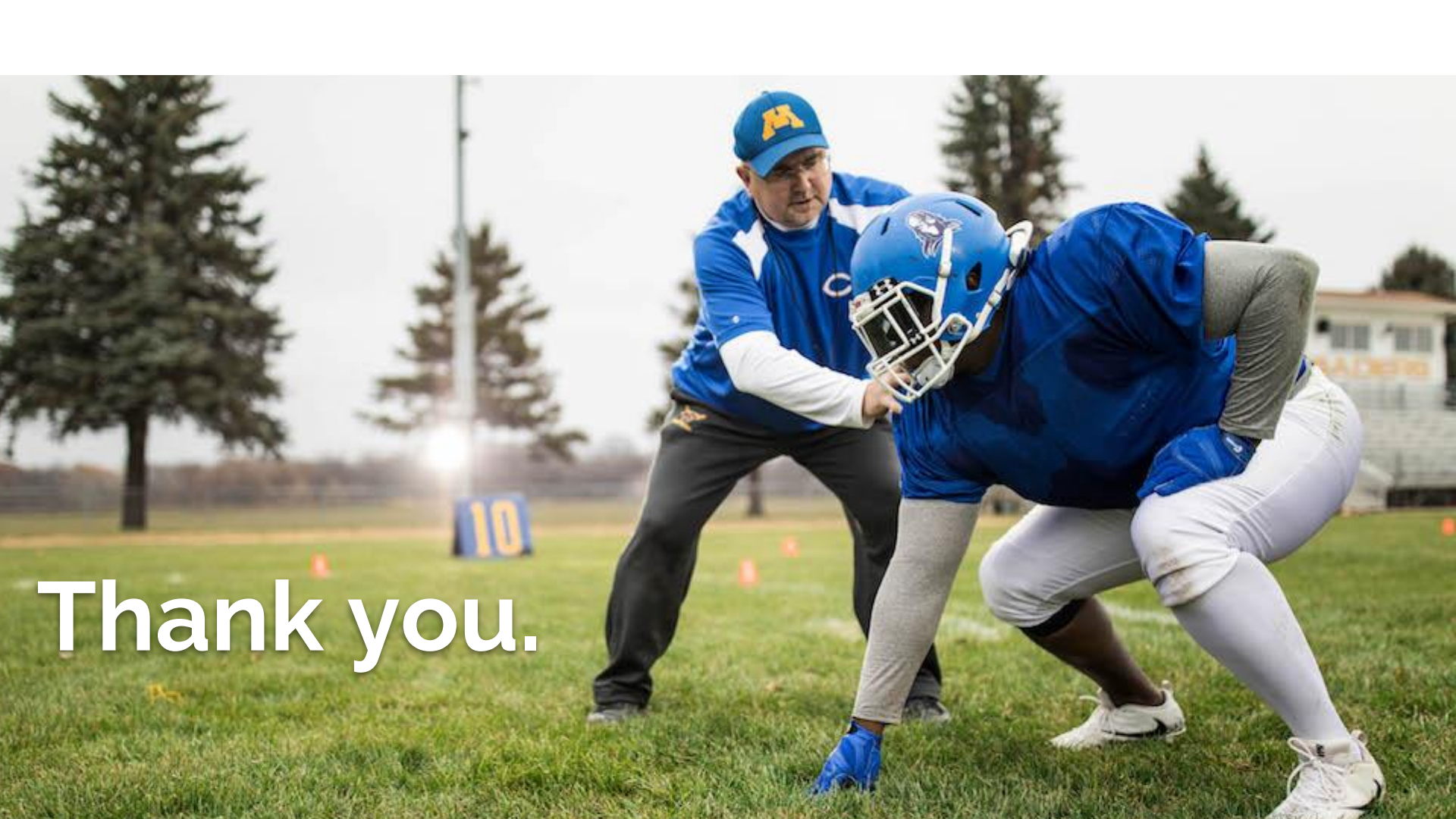


Conclusion

Key takeaway:

- If Guardian Athletics educates coaches and makes the KATO Collar more affordable through “The Ambassador Program” they will reduce the stigma and sell more collars.





Thank you.