

OUTLAST CASE STUDY

Wigwam Turns to Outlast for Innovation,
Key Differentiator in a Competitive Category



COMPANY:

For over 109 years, Wigwam has been dedicated to enhancing the lives of its customers by not only providing the finest quality socks, but also the assurance that the purchase of Wigwam socks supports a reputation of honesty and integrity.

CHALLENGE:

With 115 direct competitors in the sock industry, Wigwam needed a differentiator to stand out as an innovator and leader in a competitive category.

SOLUTION:

Wigwam utilized Outlast's expertise in developing and marketing moisture management products with Outlast® thermo-technology to build a successful line of performance-based products.

Wigwam focuses on creating an experience for consumers. With the proactive moisture management solution Outlast provides, the wearer's feet stay warm when they need to be warm, and cool when they need to be cool, perfect for their target market: the avid hiker, mountaineer or snowboarder.

PARTNERSHIP:

A research-based company, Wigwam has partnered with Outlast since the late 1990's because of the added value Outlast® thermo-technology brings to its product offerings. Wigwam doesn't simply incorporate Outlast® thermo-technology, they embrace it and leverage its benefits to create the highest performing outdoor socks on the market.



Marketing- Wigwam recognized the importance of educating consumers on the added value of products with Outlast® thermo-technology so they could understand its benefits and why the products are worth the extra cost. Outlast worked closely with Wigwam to draft messaging used in point of sale collateral, packaging, advertising and PR to help consumers appreciate the Outlast® difference.

Sales Training- In order to make Wigwam socks with Outlast® thermo-technology a retail success, Wigwam embraced the need to clearly communicate the benefits and added value of Outlast® thermo-technology from internal teams to their retailers. Wigwam recognized the need to train their sales people to use Outlast® messaging to tell the marketing story and educate their customers.

Joint PR- Leveraging its own PR team, Outlast supplemented Wigwam's activities through cross promotion, social media support, giveaways, product launch press releases, trade show efforts and media outreach, resulting in increased product exposure and awareness.

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RESULTS / WHAT DID WE LEARN:

Open communication and partnership between Outlast and Wigwam reinforced Wigwam's reputation as an innovative, market leader. Strong collaboration throughout the entire process, from messaging to packaging, has allowed Wigwam to sell its Outlast® sock line at a higher price point, and Wigwam's continued efforts to educate consumers on the benefits of Outlast® thermo-technology have been crucial to increasing sales at the bottom line.

As further testament to the long-term growth and success of this partnership, Wigwam has expanded its line of Outlast® products to new categories, such as hiking and snow sports socks for children.

TESTIMONIALS:

"We are an honest, family owned and operated company that prides itself on quality and integrity. That being said, we do our research. The research and data behind Outlast® thermo-technology is in line with our expectations and also provides our product line with differentiation in the market. With over 100 competitors out there, we needed another technology that would give us an edge. Outlast was able to provide that for us."

- Natalie Stangl, Wigwam Brand Marketing Manager

