



Polar Kap Climate Gear, Inc.

Client: Polar Kap Climate Gear, Inc.

Industry: Temperature-Control Apparel

Background: Polar Kap is an apparel manufacturer of climate control outdoor apparel. Established in 2001, Polar Kap is a producer of high-quality climate-control apparel for novice and experienced rock climbers, skiers and other outdoor sports.

Challenge: As the company looked to the future, management realized that few people were aware of the organizations product offerings and the distinctive advantage their garments provided. As a result, Polar Kap needed to better understand the primary and secondary target markets to develop a distinctive brand image.

Analysis: ADVERTUS conducted focus groups and analyzed over 1500 consumer surveys to:

- Understand what attributes consumers associated with quality climate control apparel.
- Develop a integrated communications plan to increase brand awareness
- Ascertain price points that would either increase or decrease sales across product categories.
- Build strategic partnerships with climbing service companies and outdoor apparel retailers.

The Result: After working with ADVERTUS, Polar Kap:

Significantly increased the interest in Polar Kap's fall, winter, and spring 04-05 lines and produced a 47% increase in revenue over the previous year. The overall integrated plan was so successful that it generated a purchase offer from Patagonia in 2005. The sale was completed in 1st quarter 2006.

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