



bergaffe KAMPAGNE

STRATEGIE, VISUELLE AUSRICHTUNG & GESTALTUNG, UMSETZUNG

KATEGORIE: KAMPAGNE, **AUFTRAGGEBER:** BERGAFFE, **ZEITRAUM:** 2017

KURZBESCHREIBUNG

Für das Startup Bergaffe wurde eine Kickstarter-Kampagne konzipiert, gestaltet und umgesetzt. Die Agentur begleitete Bergaffe von der Produktentwicklung, inhaltlichen Konzeption, Design und Gestaltung bis zur Umsetzung und Betreuung der Marketing Kampagne für Kickstarter.

WAS WURDE GEMACHT:

- // Animation
- // Fotoshooting
- // Google & Social Ads
- // Kampagne
- // Produktentwicklung
- // Webshop



KURZBESCHREIBUNG

The world's best Sports, Travel and Outdoor Jacket

264.071€

finanziert von 30.000 € Zielbetrag

745

Unterstützer

BERGAFFE IN DEN MEDIEN



KAMPAGNE FAKTEN

40.000 mal geteilt/angeklickt

30 int. Medien haben berichtet

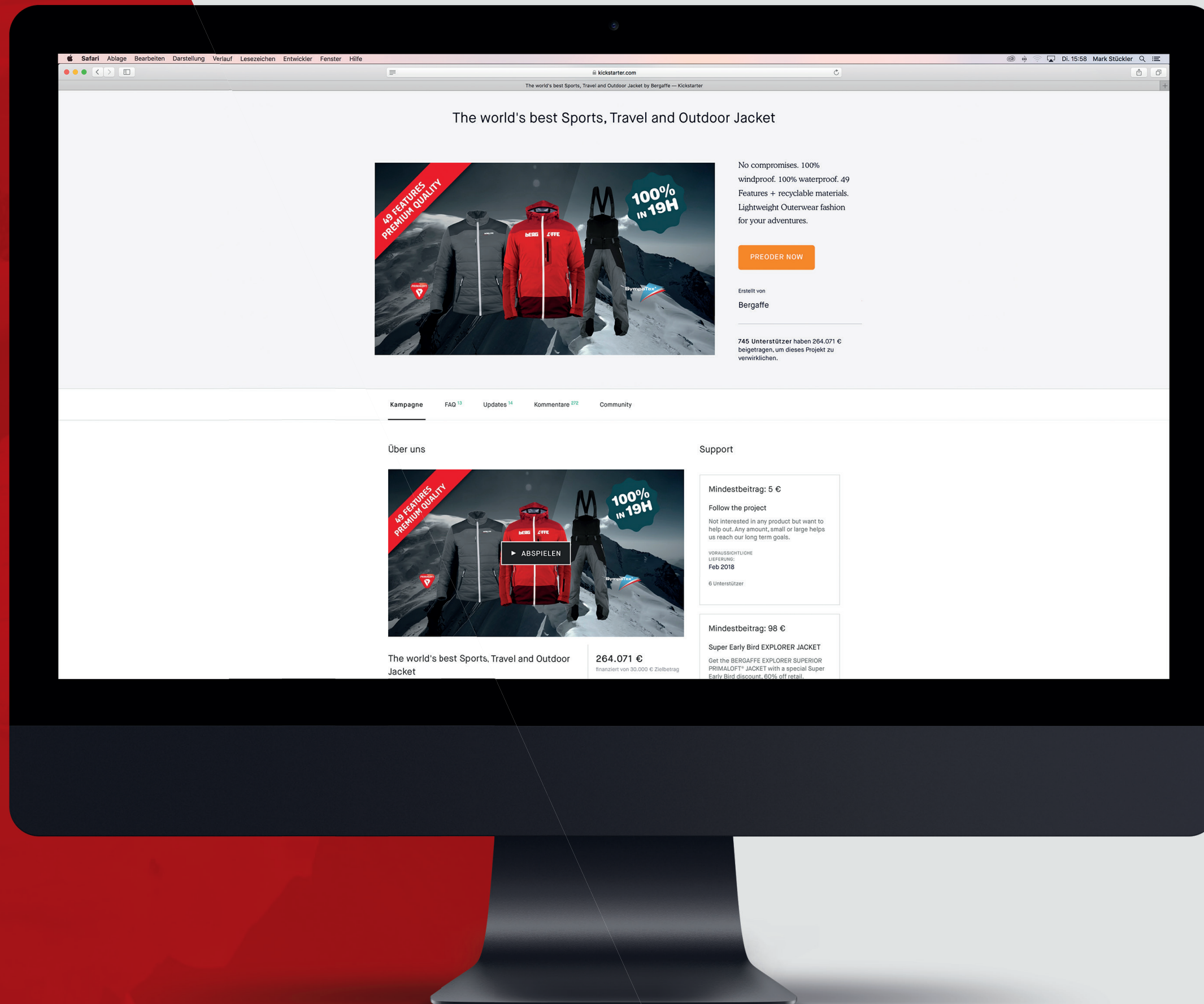
745 Pakete in **63 Länder** wurden verkauft

350€ beträgt der durchschnittliche Einkaufswert

September 2018 beginnt die Auslieferung

KICKSTARTER KAMPAGNE

BESUCHEN SIE UNS AUF
KICKSTARTER



PRE-ORDER TODAY FOR A LIMITED TIME DISCOUNT



EXPLORER SUPERIOR PRIMALOFT® JACKET

SUPER EARLY BIRD PRICE	Limited	EUR 98.50	SAVE 60%
EARLY BIRD PRICE	Limited	EUR 118.50	SAVE 52%
KICKSTARTER PRICE		EUR 138.50	SAVE 44%

RECOMMENDED RETAIL PRICE (RRP) EUR 248.50



ULTIMATE ACTIVE SYMPATEX® JACKET

SUPER EARLY BIRD PRICE	Limited	EUR 198.50	SAVE 60%
EARLY BIRD PRICE	Limited	EUR 248.50	SAVE 50%
KICKSTARTER PRICE		EUR 298.50	SAVE 40%

RECOMMENDED RETAIL PRICE (RRP) EUR 498.50



ULTIMATE ACTIVE SYMPATEX® PANT

SUPER EARLY BIRD PRICE	Limited	EUR 178.50	SAVE 55%
EARLY BIRD PRICE	Limited	EUR 208.50	SAVE 48%
KICKSTARTER PRICE		EUR 238.50	SAVE 40%

RECOMMENDED RETAIL PRICE (RRP) EUR 398.50



THE JACKET PACKAGE

SUPER EARLY BIRD PRICE	Limited	EUR 288.50	SAVE 61%
EARLY BIRD PRICE	Limited	EUR 328.50	SAVE 56%
KICKSTARTER PRICE		EUR 378.50	SAVE 49%

RECOMMENDED RETAIL PRICE (RRP) EUR 747.50



THE ULTIMATE PACKAGE

SUPER EARLY BIRD PRICE	Limited	EUR 348.50	SAVE 61%
EARLY BIRD PRICE	Limited	EUR 398.50	SAVE 56%
KICKSTARTER PRICE		EUR 448.50	SAVE 50%

RECOMMENDED RETAIL PRICE (RRP) EUR 897.00



MALE PACKAGE - DEALER STARTER

INCLUDES A PIECE OF ANY MALE SIZE IN ONE COLOR OF THE EXPLORER PRIMALOFT® JACKET + ULTIMATE SYMPATEX JACKET + ULTIMATE SYMPATEX PANT

MALE DEALER PACKAGE EUR 2.690,00

MALE SIZES (S/M/L/XL/XXL/XXXL)
6 PCS. EXPLORER JACKET
6 PCS. ULTIMATE JACKET
6 PCS. ULTIMATE PANT



FEMALE PACKAGE - DEALER STARTER

INCLUDES A PIECE OF ANY FEMALE SIZE IN ONE COLOR OF THE EXPLORER PRIMALOFT® JACKET + ULTIMATE SYMPATEX JACKET + ULTIMATE SYMPATEX PANT

FEMALE DEALER PACKAGE EUR 2.190,00

FEMALE SIZES (XS/S/M/L/XL)
5 PCS. EXPLORER JACKET
5 PCS. ULTIMATE JACKET
5 PCS. ULTIMATE PANT



KOMBI PACKAGE - DEALER STARTER

INCLUDES A PIECE OF ANY MALE - AND FEMALE SIZE IN ONE COLOR OF THE EXPLORER PRIMALOFT® JACKET + ULTIMATE SYMPATEX JACKET + ULTIMATE SYMPATEX PANT

KOMBI DEALER PACKAGE EUR 4.690,00

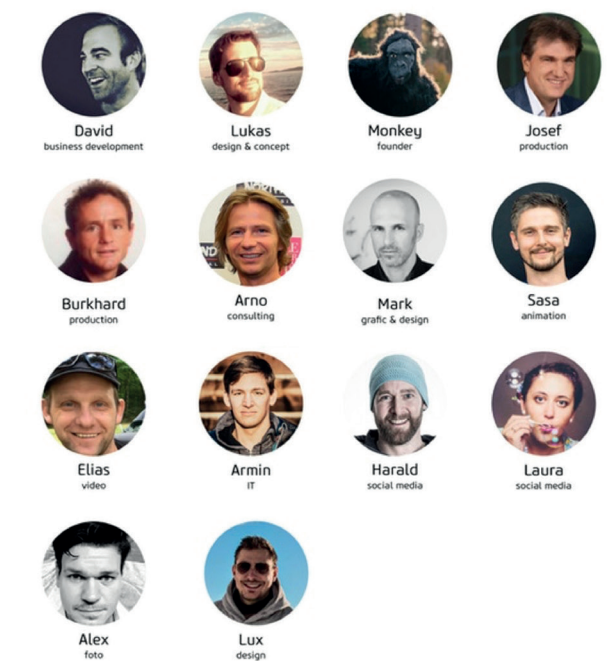
MALE SIZES (S/M/L/XL/XXL/XXXL)
6 PCS. EXPLORER JACKET
6 PCS. ULTIMATE JACKET
6 PCS. ULTIMATE PANT



TIMELINE

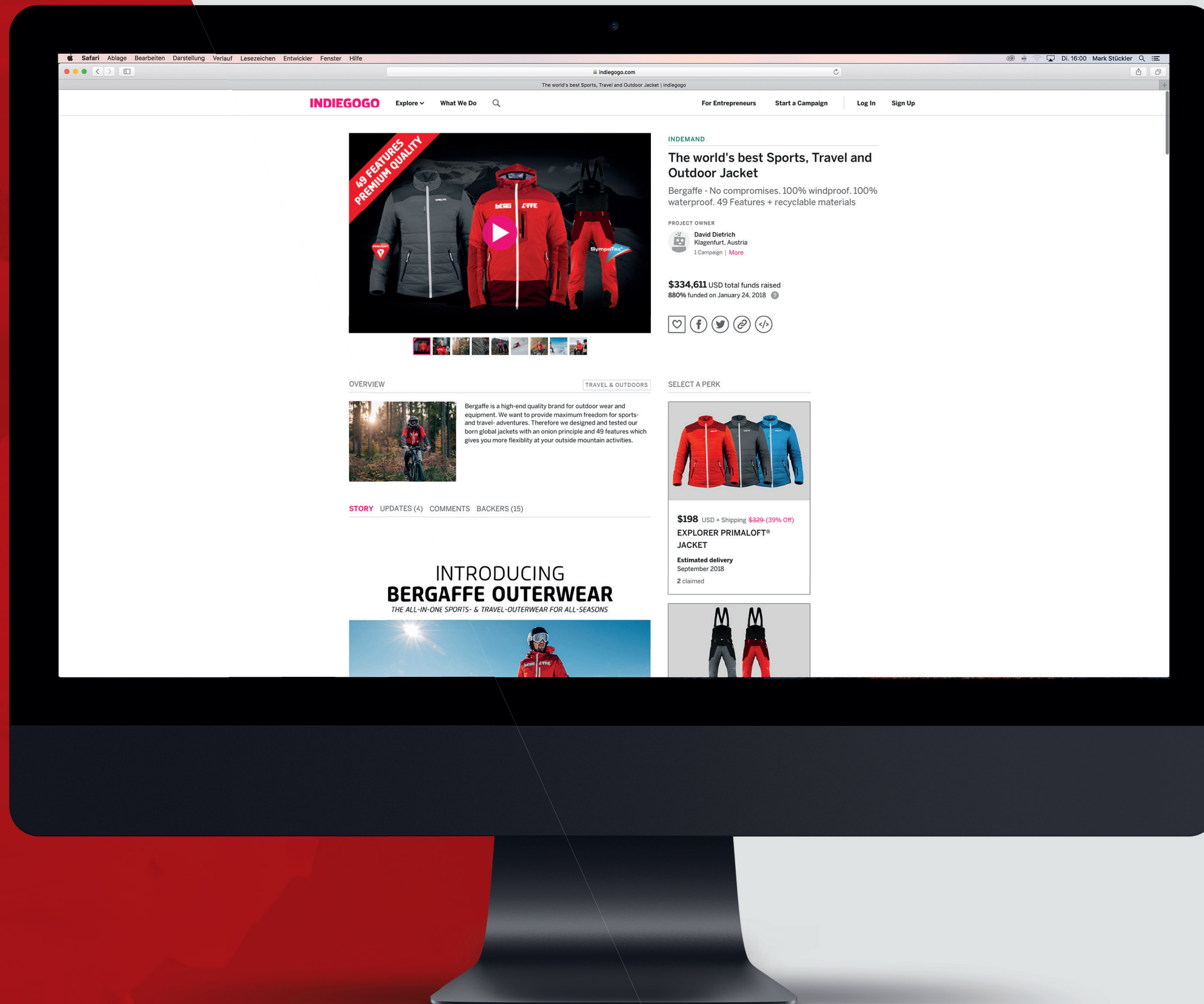
- 2015**
 - MARCH: 01: TESTING OF SEVERAL JACKETS SOLUTIONS AND RESEARCH STARTED
 - MAY: 05: INTENSIVE RESEARCH
 - SEPTEMBER: 09: FIRST STITCHED PROTOTYPES
 - DECEMBER: 12: TESTING AND FEEDBACK
- 2016**
 - APRIL: 04: SOURCING PRODUCTION PARTNER
 - JUNE: 06: FIRST LOOK AND FEEL ALIKE PROTOTYPE
 - OCTOBER: 10: VERSION FOR TESTING IN ALPS AND WINTER SEASON 2016/17
- 2017**
 - APRIL: 04: AFTER TESTING A FULL SEASON FOCUS GROUPS WORKED THROUGH FURTHER DETAILS
 - JULY: 07: FINAL PROTOTYP
 - OCTOBER: 10: FINAL PREPARATIONS IN DETAILS, NUMBERS, DELIVERY DATES ARE FINALIZED FOR KICKSTARTER
 - NOVEMBER: 11: KICKSTARTER CAMPAIGN LAUNCHED
- 2018**
 - JANUARY: 01: KICKSTARTER CAMPAIGN FINISHED
 - FEBRUARY: 01: KICKSTARTER SURVEY
 - AUGUST: 02: PLACING THE ORDERS
 - SEPTEMBER: 08: BEGINNING OF SHIPPING
 - 09: FINAL DELIVERY TO BACKERS

TEAM BERGAFFE



INDIEGOGO KAMPAGNE

BESUCHEN SIE UNS AUF INDIEGOGO



PREMIUM QUALITY



WARMTH, SOFTNESS AND LIGHTWEIGHT COMFORT FROM POST-CONSUMER RECYCLED MATERIALS

Primaloft® is a patented synthetic microfiber thermal insulation material, which keeps you warm and dry. The main advantage of Primaloft is its insensitivity: even when wet, the material retains about 95 percent of its insulating properties. The ultrafine microfibers are specially coated and, due to their surface tension, allow water droplets to bead off immediately. When cleaning and drying Primaloft is much less problematic than down.



- SUPERIOR SOFTNESS** enjoy unsurpassed softness that feels great on your body and contributes to a flattering fit
- MOISTURE MANAGEMENT** effectively moves moisture away from your body and dries faster
- WARMTH WITHOUT BULK** a high warmth-to-weight ratio means you don't need bulk to stay warm
- BREATHABLE** encourages the passage of moisture vapor to keep you from being cold or clammy
- PACKABEL** packs down easily for stashing in small places and for layering
- WARM AS DOWN** mimics the warmth of down
- WATER RESISTANT** absorbs less moisture from the start so you stay drier and warmer

COLORS + SIZE

GREY



RED



BLUE



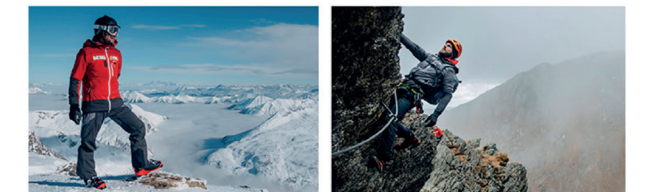
	S	M	L	XL	XXL
Male					
CHEST	46	48-50	50	54-56	58
SLV	36	38	40	42	44
ARM	30	32	34	36	38
W	36	38	40	42	44
Female					
CHEST	36	38	40	42	44
SLV	28	30	32	34	36
ARM	24	26	28	30	32
W	32	34	36	38	40



THE ULTIMATE ACTIVE SYMPATEX JACKET IS:

- 100% WATERPROOF
- 100% WINDPROOF
- 100% RECYCLABLE
- BREATHABLE FABRIC
- ALL SEAMS TAPED
- WATERRESISTANT YKK ZIPPERS

+ 16 ADDITIONAL FEATURES



Our 3-layer Ultimate Active Sympatex Jacket is the perfect solution for any outdoor activity. Minimum weight, optimal wind and weather protection with more than 20,000mm water column ensure highest material quality standards. Our Jacket gives you maximum freedom and protection for your outdoor adventures in the mountains with 16 features including grip proof shoulders, high position front pockets and many more.

FEATURES



PREMIUM QUALITY

GUARANTEED GREEN. THE SYMPATEX® MEMBRANE

THE COMPACT HYDROPHILIC SYSTEM WITH A LONG TERM EFFECT

Although it sounds complicated, it is actually very straightforward. When the body sweats, it does so to protect itself from overheating. Although this natural process is vital, it also creates the risk that the body will be cooled excessively. For example if the moisture in the clothing removes the heat from the body. The consequences of this would be reduced performance and a high risk of catching a cold. The solution is called Sympatex.

EXCELLENT COMFORT WHATEVER THE WEATHER – WATERPROOF, BREATHABLE, WINDPROOF

There is nothing more unpleasant than wet and cold clothing. Sympatex has therefore developed a special membrane which absorbs the water vapour and removes it through the clothing to the outside. This keeps the body warm and dry even in extreme situations. And the best thing about it is that the higher the physical activity, the more efficient the Sympatex membrane works. Functional textiles with a Sympatex membrane also provide effective protection from low temperatures and rain.



INTRODUCING BERGAFFE OUTERWEAR

THE ALL-IN-ONE SPORTS- & TRAVEL-OUTERWEAR FOR ALL-SEASONS



EXPLORER SUPERIOR
PRIMALOFT® JACKET



ULTIMATE ACTIVE
SYMPATEX® JACKET



ULTIMATE ACTIVE
SYMPATEX® PANT

JACKET FEATURES



- 1 SOFT PADDED INNER COLLAR
- 2 INNER POCKET WITH EARPHONEHOLDER
- 3 WARM PADDED LOWER POCKET
- 4 INNER MULTIFUNCTION POCKET
- 5 ELASTIC SLEEVE CUFF
- 6 SYMPATEX FABRIC SHOULDERS
- 7 REFLECTIVE LOGO FOR SAFETY
- 8 SECRET INNER POCKET
- 9 ANTI RAY INNER POCKET
- 10 SKI PASS POCKET

- 11 WARM PADDED LOWER POCKET
- 12 INNER POCKET FOR GLASSES
- 13 INTEGRATED MICROFIBER CLOTH
- 14 INTEGRATED DETACHABLE STORMCAP
- 15 SUSPENSION
- 16 ADJUSTABLE WAIST
- 17 EMERGENCY NOTES
- 18 REFLECTIVE LOGO FOR SAFETY
- 19 ELBOWS REINFORCED/SYMPATEX FABRIC
- 20 SILVER COATED LINING FOR BEST WARMTH
- 21 LONGER BACK LENGTH



GUARANTEED GREEN. THE SYMPATEX® MEMBRANE



THE COMPACT HYDROPHILIC SYSTEM WITH A LONG TERM EFFECT

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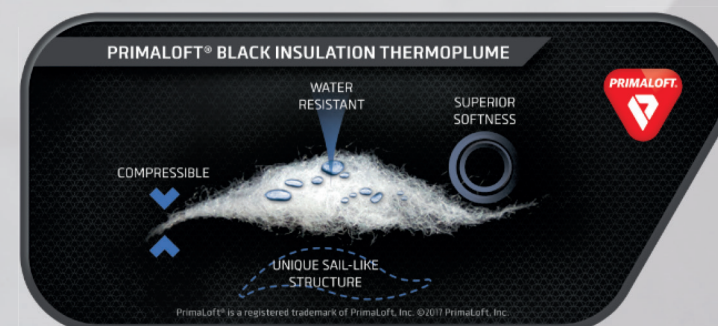
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PRIMALOFT® BLACK INSULATION HIGH LOFT



SUPERIOR SOFTNESS
enjoy unsurpassed softness that feels great on your body and contributes to a flattering fit

MOISTURE MANAGEMENT
effectively moves moisture away from your body and dries faster

WARMTH WITHOUT BULK
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BREATHABLE
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PACKABEL
packs down easily for stashing in small places and for layering

WARM AS DOWN
mimics the warmth of down

FOTOSHOOTINGS

FALKERT I MÖLLTALER GLETSCHER



GOOGLE & SOCIAL ADS

BERGATTE

ONLY 6 DAYS LEFT

ON KICKSTARTER

BERGATTE

ONLY 5 DAYS LEFT

ON KICKSTARTER

BERGATTE

ONLY 4 DAYS LEFT

ON KICKSTARTER

BERGATTE

500% FUNDING

ON KICKSTARTER

BERGATTE

\$ 150.000 REACHED

ON KICKSTARTER

BERGATTE

LAST DAYS

ON KICKSTARTER

BERGATTE

THE FULL PACKAGE FOR 63% OFF RETAIL !

LIVE ON KICKSTARTER

BERGATTE

FOR -63 % OFF RETAIL

LIVE ON KICKSTARTER

BERGATTE

EXPLORER SUPERIOR PRIMALOFT JACKET

FOR 60% OFF RETAIL

LIVE ON KICKSTARTER

BERGATTE

LAST DAYS

ON KICKSTARTER

BERGATTE

\$ 200.000 REACHED

ON KICKSTARTER

BERGATTE

\$ 150.000 REACHED

ON KICKSTARTER

BERGATTE

ONLY 2 DAYS LEFT

ON KICKSTARTER

BERGATTE

ONLY 3 DAYS LEFT

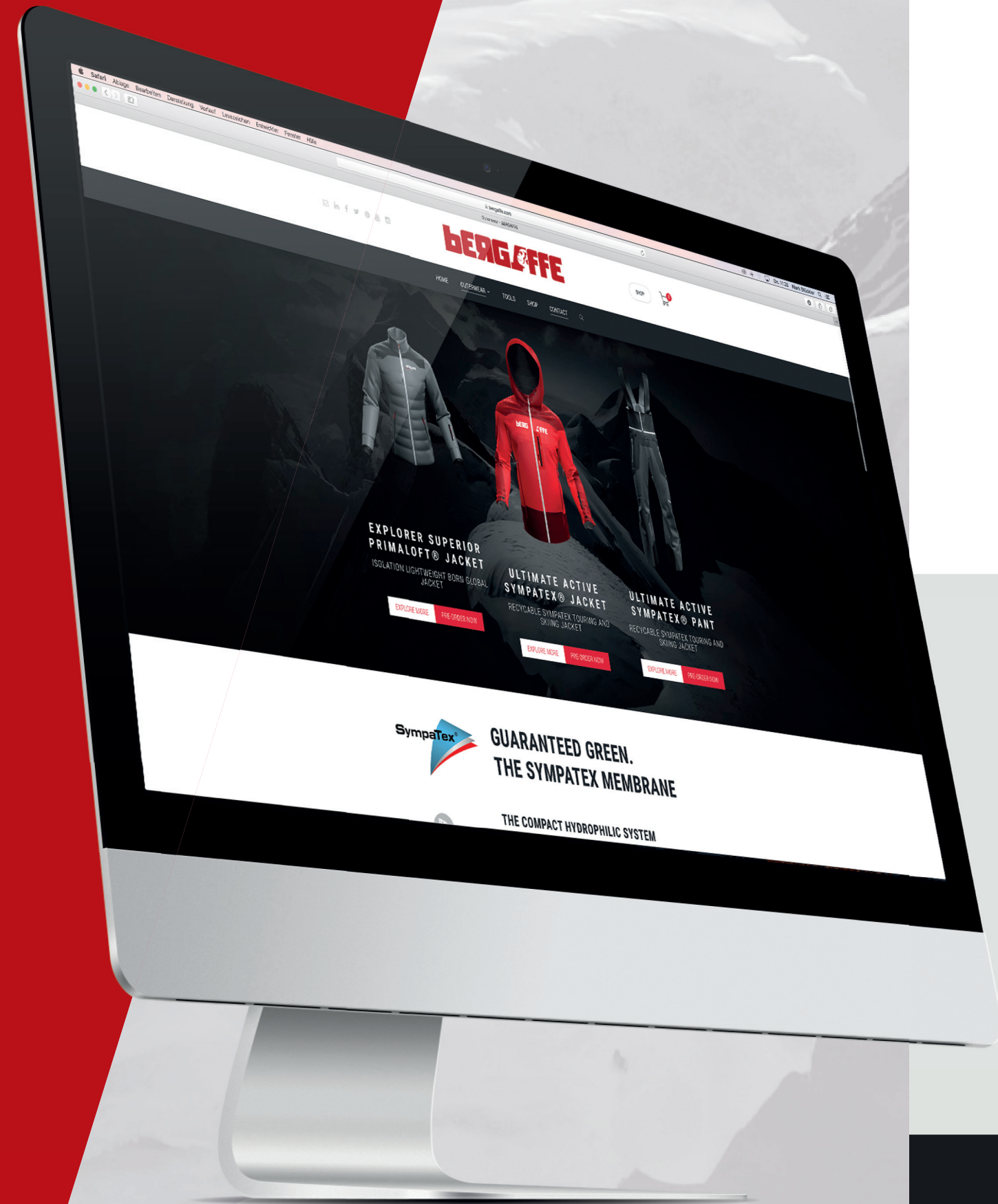
ON KICKSTARTER

BERGATTE

ONLY 1 DAY LEFT

ON KICKSTARTER

WEBSITE



GUARANTEED GREEN. THE SYMPATEX MEMBRANE

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RECYCLING – LAMINATE

The lamination of the Sympatex membrane with outer materials and linings made of polyester results in mono-material polyester laminates. This material combination is the ideal precondition for a direct recycling process using existing technologies.

The recycled outer materials and linings made of polyester are part of the sustainability strategy of Sympatex. The material basis of these fabrics is a yarn that is produced with recycled PET bottles. Sympatex cooperates with the Italian yarn specialist SPINTEAM S.P.A., whose trademark "New Life" is certified according to the internationally recognised "Global Recycled Standard". The "New Life" yarns are made by using recycled PET bottles that are collected and processed in northern Italy. 100% "made in Italy" and 100% transparent. The applied recycling process is a mechanical process without the addition of polluting chemicals. If you compare the production of 1 kg recycled "New Life" fibres with 1kg oil based polyester fibres, then the ecological balance is excellent: 20% CO2 reduction, 60% less energy and 94% less water consumption. Instead of 60 litres, only a round three litres of the limited resource are used.

For the outer material of a standard Sympatex over jacket, for instance, 27 PET bottles (0.5 litres) are recycled and thus reused. The outer materials that are made of recycled yarns represent up to 90% of a final Sympatex laminate product. They are a 100% recyclable product due to the 100% recyclable PES membrane. The performance of recycled and non-recycled PES materials is comparable at a high level.

The 100% recycled functional laminate is the combination of the 100% recycled Sympatex membrane and a 100% recycled PES lining or outer fabric. This is where the Sympatex recycling loop closes.



PRIMALOFT® BLACK INSULATION HIGH LOFT

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Superior softness

enjoy unsurpassed softness that feels great on your body and contributes to a flattering fit

moisture management

effectively moves moisture away from your body and dries faster

warmth without bulk

a high warmth-to-weight ratio means you don't need bulk to stay warm

breathable

encourages the passage of moisture vapor to keep you from being cold or clammy

packable

packs down easily for stashing in small places and for layering

warm as down

retains the warmth of down

water resistant

resists less moisture from the start so you stay drier and warmer

www.primaloft.com



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Cancellation Policy

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