Ortovox, a company selling equipment and apparel for mountain sports, is in search of ways to consolidate growth. This thesis builds a foundation for strategic decisions through a brand redefinition, based on the perception of internal and external stakeholders. The newly defined brand core and the purpose of enabling lighthearted mountain experiences are combined with consumer needs to form products and services. Five innovative concepts, that fit the organizations’ capabilities and values, and at the same time, deliver real value to users are created.

### LIGHTHEARTED MOUNTAIN EXPERIENCES

**A brand-driven innovation strategy for Ortovox**

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### BRAND REDEFINITION

**Purpose**

Enable lighthearted mountain experiences

**Core Values**

- Cheerful style
- Serious functionality
- Nature

### BRAND STRATEGIES

1. Implement and rebalance the combination between cheerful style and serious functionality
2. Strengthen the summer business
3. Maintain the brands’ authenticity
4. Create USPs in the area of sustainability
5. Keep away from the mass-market

### PRODUCT AND SERVICE VISION

**care**

Care combines several service elements around one central topic, increasing the confidence in Ortovox products, through a premium after-sales service.

**harness**

The harness range protects the mountaineer while it fits well with the apparel and adds a cheerful element to the overall outfit. Wool padding helps to increase comfort.

**guide**

GUIDE is a digital platform that supports through information and personalized recommendation across the entire user journey - before, during and after practising mountain sports.

**helmet**

The helmet range combines high carrying comfort, through an inner wool layer, with fashionable design and increased protection due to its integrated crash sensor.

**gps**

The emergency GPS increases safety during mountain sports, due to an automatic emergency call in the case of an accident. The product reduces the rescue time significantly.