

Salty Crew 2021 Firm Application



Point Loma Nazarene University

Josh Pasquinelli

Table of Contents

Definition of the Strategy:	3
Situational Analysis:	3
Target Market:.....	3
Figure 1.1: Salty Crew Sales Locations Worldwide.....	4
Competitive Advantage:.....	4
Figure 1.2: The Crew	5
Strategy:	5
Analysis of Marketing Mix:.....	6
Product:	6
Price:.....	6
Place:	6
Promotion:.....	7
Figure 2.1: Salty Crew Instagram	7
Figure 2.2: Salty Crew Pale Ale	8
Recommendations to Management:.....	8
Expand Product Offering:	8
Explore New Product Development:.....	8
References:.....	10

Definition of the Strategy:

Situational Analysis:

Salty Crew, a brand that has established itself on its love of the sea has grown exponentially over the past decade. Their slogan, Find Refuge in the Sea, captures what the brand stands for; an unapologetic call to people to get back to the sea, whether they are fishermen, surfers, divers, or sailors. They strive to support these communities with quality products, from tee shirts to board shorts and technical gear. Salty Crew provides a wide variety of products for multiple sea related markets. Like other surf and sea brands, they are loved by their communities, but they truly provide a passion and support for their communities that is seldom seen.

Target Market:

Salty Crew's target market are men and boys seeking out their love for the sea and the activities it has to offer or to return to the sea and discover it all over again. They only offer clothing and accessories marketed to men and boys. They do not have their own brick and mortar stores but sell out of local surf and board shops. They began to sell globally in 2016, when they partnered with Globe International. They have now established sales predominantly in the United States, Europe, Australia, and islands around the world.

Their elongated slogan also directly gives some insight into who they are targeting their products and experience for, "For the hard workers. The searchers. The risk taking, mistake making, watermen with nothing to prove. For the seafaring, the wax sharing, the grommets, young and old. For the tried and true, who've paid their dues, for those who Find Refuge in the

Sea.” These are the men they are targeting, and they accomplish this well with their large offering of products across all of these activities.

Figure 1.1: Salty Crew Sales Locations Worldwide

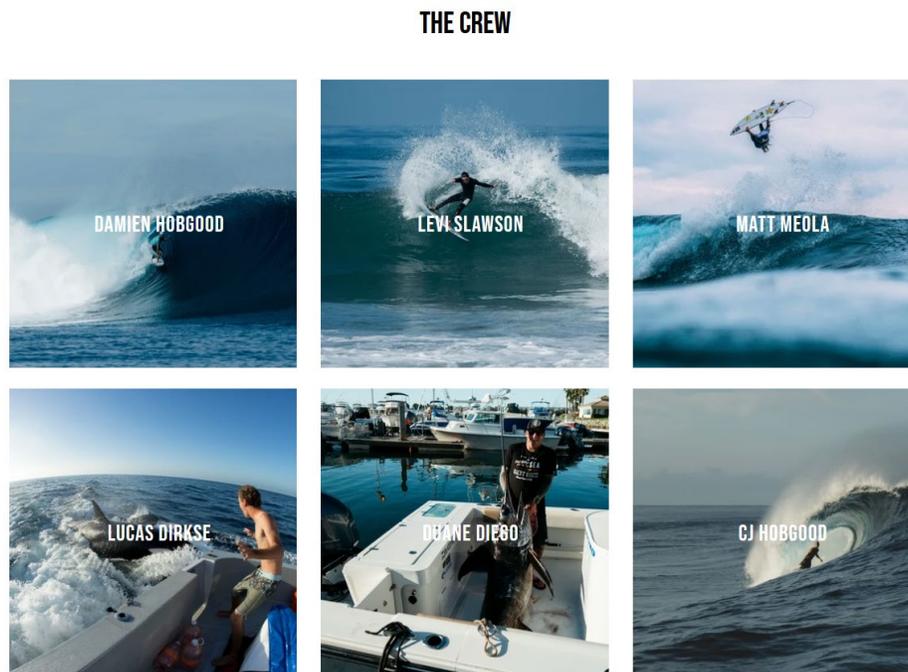


Competitive Advantage:

Salty Crew has a great offering over other companies in the same industries. The people at Salty Crew know so much about their industry and products because they themselves are people of the sea. They are friends of those in each of their selected industries and stay involved in those industries outside of just their product offerings. They have partnerships with men and boys across varying ages in each industry, these men become part of “The Crew”. They represent the Salty Crew brand because they believe in the vision and products that Salty Crew stands for. People like CJ and Damien Hobgood, surfers who’ve made names for themselves and chosen Salty Crew over many other offers from other surf brands, not because they got a better brand deal, but because they believe in the brand and the message behind it.

Salty Crew values community, and this is reflected by their commitment to pouring into youth. A lesser known fact is that the “Salty” in Salty Crew stands for “Salvaging A Lifestyle for Tomorrow’s Youth”, and this is a vision that many people can get behind. With the added stress of our increasingly digital lives, Salty Crew strives to provide an outlet for youth to get away from screens and back to the sea to find and cultivate a passion for it.

Figure 1.2: The Crew



Strategy:

According to the Porter Generic Model, the differentiation focus would be most closely represented by Salty Crew’s strategy. While they produce products that would be similar to others in the market, it is everything else they add to the products, mission, and community that differentiates Salty Crew from the rest and helps them to gain support and brand loyalty.

Analysis of Marketing Mix:

Product:

As a brand that is focused on all aspects of sea activities, Salty Crew has a wide offering of products, including tops, bottoms, headwear, sun protecting clothing, and other accessories for both men and boys. Anything that you might need to be dressed for surfing, sailing, fishing, and diving, Salty Crew aims to provide quality products for those passionate and newcomers. Drift House, a surf and skate retailer, brought Salty Crew into their shop just a year after its founding and “is proud to say that Salty Crew is one of our best selling and most sought after brands in the shop - and for good reason” (Drifthouse.com 2018).

Price:

Salty Crew holds a very competitive price point among their products compared to other brands in their industries, especially when you look at the quality of the products and how long they will last while being fully utilized for sea activities.

Place:

Salty Crew is on most major coastlines in North America, Europe and Australia, with other distribution on islands and select other locations depicted in figure 1.1. Salty Crew has saved overhead by not having their own brick and mortar stores, and solely supplying their products into surf and board shops worldwide. This has helped them to get into the communities directly without needing to establish themselves in each city. Their products are then immediately distributed where other surf brands and products are sold, and exactly where current sea adventurers already frequent. Salty Crew also directly ships all their products from their website, were they showcase sales, and shipping deals.

Promotion:

Salty Crew focuses on its social media presence for promotion. With Facebook and Instagram pages that showcase products and events. Its Facebook page is updated less frequently, while its Instagram page is updated every day. Instagram is utilized to promote new products, surf and fish showcases, and new brand partnerships, like the Salty Crew Pale Ale from Coronado Brewing Co.

Figure 2.1: Salty Crew Instagram

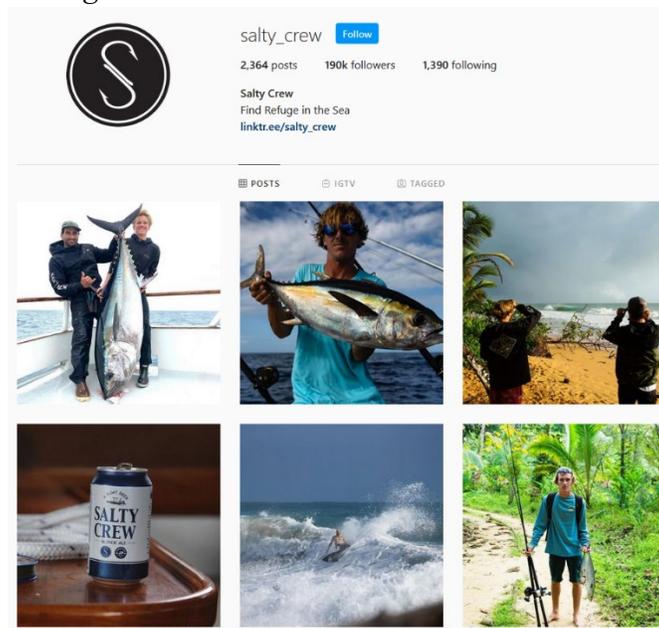


Figure 2.2: Salty Crew Pale Ale



Recommendations to Management:

Expand Product Offering:

Salty Crew's target market is limited to boys and men. While this may be a male dominated community, girls and women should not be left out. Salty Crew should support women in these activities. Following the Ansoff Growth Model, Salty Crew should perform Partial Diversification of its products, modifying its existing products for new target markets, being women and girls. This would allow Salty Crew to bring women and girls in the "The Crew", wearing the new line of women's and girl's products. Like they promise, "Salvaging A Lifestyle for Tomorrow's Youth", youth includes both boys and girls; so should their products.

Explore New Product Development:

Salty Crew focuses on clothing for sea related activities and offers some extra accessories. Why stop there, they seem to be opening more doors with its new beer partnership. Following the Ansoff Growth Model, Salty Crew should follow Product Development, expanding its existing product offerings for fishermen. Creating new products in an existing

market, this could be any tackle equipment, to branded poles and specialty hooks. Bring in “The Crew” to sponsor certain tackle equipment that they use or swear by. This brings interaction between “The Crew” and customers, which gives them a way to grow and learn from the professionals as well. Salty Crew could work with an already established fishing brand or work on their own to develop these new products, but it would help them to grow their fishing line of products and interact with their community more as well.

References:

Brand profile: Salty crew's meteoric rise. (2021, March 08). Retrieved April 15, 2021, from <https://www.boardsportsource.com/2017/02/16/salty-crew/>

Salty crew take overs the industry. (2018, November 27). Retrieved April 16, 2021, from <https://www.drifthouse.com/blogs/drift-house-blog-spot/salty-crew-the-most-influential-surf-brand-of-the/>

Salty crew. (n.d.). Retrieved April 18, 2021, from <https://www.salty-crew.com/>