



Intro



Hydro Flask?

Hydro Flask is a vacuum-insulated water bottle brand that is known for great temperature retention and support for a sustainable, active lifestyle.

How did it gain popularity?

Hydro Flask distinguished itself from other bottles at sporting goods stores and became a fashion accessory. It set its ground on the convergence of cultural threads: anxiety about the environment, a surge in attention to self-care and wellness, and the simple desire to keep hot drinks hot and cold drinks cold.

In the year 2018-2019, Hydro Flask hit the market as it became a must-have item of "VSCO Girl" trend.





Mission Statement

#Saving the world from lukewarm.
#Let's go!

Hydro Flask's mission is to empower people to live a life without lukewarm. A life without lukewarm drinks or lukewarm experiences. Hydro Flask wants people to experience and protect the outdoors and to live lives full of adventure.





We don't accept lukewarm in our attitude toward life or in the temperature of whatever we happen to be drinking. We want to taste the fullness life has to offer and share it with the world.



Brand Values

Delivering delight, honor trust, and champion quality.

Keeping sustainable, healthy, and adventurous lifestyle.

Brand Promise

Make products that support your life in a humble and delightful way.

Deliver the best quality for an active and joyful life on the go.



Brand Voice



#Supportive #Friendly

Hydro Flask communicates with a voice that's supportive, motivating, confident, friendly, cheerful and happy.

Hydro Flask seeks to be part of everyone's daily life as a supporter of healthier and more adventurous life.





We make thoughtful, beautifully
designed gear that moves people.
Towards nature. Towards happy.
And towards each other. Because
life is an adventure and we're glad
to be with you for every step, sip,
and smile along the way.

Come on.
Let's Go!



Controlled Contents



Logo



2009 - 2015



2015 - Now

The logo features a funny, stylized image of a jumping man with his hands spread up to the sides and his hair resembling water splashes.

Typeface

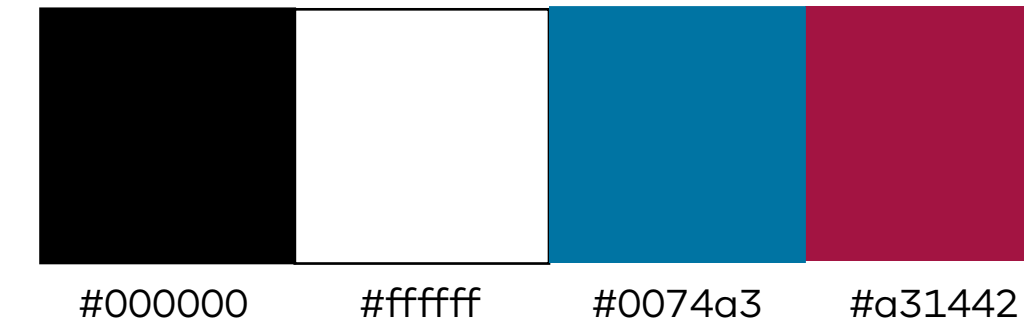
Hydro Flask®

The strong and strict Hydro Flask lettering from the brand's logo is executed in a sans-serif typeface with full letter shapes and thick lines. It is very similar to Mazzard H Semi Bold and Carmen Sans Bold.



Controlled Contents

Color



Hydro Flask use black and white as their primary color, but they also use their traditional blue and crimson color together.

Other signature colors : green, yellow, purple.

The colors are playful yet not too youthful.

The toned-down colors adds sincerity, consciousness, and down-to-earth feelings.

Photography Style

Photography captures the delightful, adventurous, healthy, happy memories outdoors.

Time with loved ones - family, lover, friends

Warm, earthy tones with sunlights

Popping colors from the brand color palette.



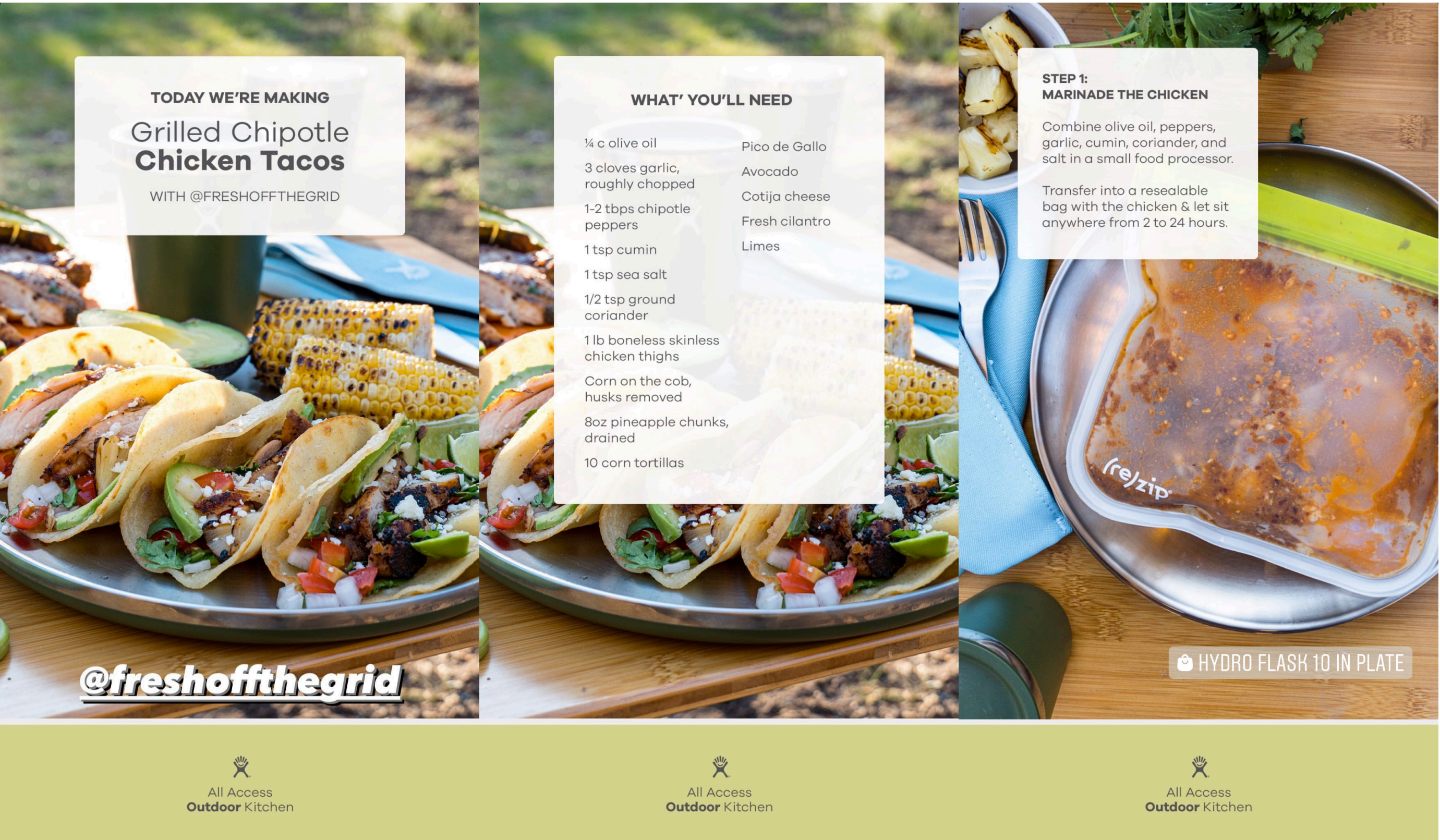
Controlled Contents

Social Media: Instagram

Hydro Flask uses various social media platforms to follow their mission - empower people to live a life without lukewarm.

Hydro Flask’s instagram account notify and present their new products, videos, campaigns.

They utilize Instagram Stories to share outdoor recipes, interview with their ambassadors, promote campaigns, and engage followers in activities such as scavenger hunt in NYC.



Instagram Story Highlights

Controlled Contents

YouTube

Hydro Flask utilize their YouTube channel to share and encourage people to live a healthier and happier outdoor life with them. They have three major video collections, which are #Let's Go, #HowWeGo, and Product Videos.

#Let's Go!

films people and organizations who promote happier and healthier living through the outdoors. Hydro Flask shows them taking parts in making a sustainable society by funding various communities and organizations.

#HowWeGo

go behind the scenes with their favorite enthusiasts and ambassadors to offer up some tips and tricks. It shows that it's not that tough to get into the great outdoors.



A shot from "Why We Go - Ep. 5: Cheend"



A shot from "Why We Go - Ep. 4: Ocean & Juan"



Target Audience



#Millennials
#Urban
#EnvironmentalActivism
#LovesOutdoors

All genders, age 18~41 (millennials and Gen Z), urban people who loves spending time outdoors and care about environments.

Water bottles work as a sporting goods, a symbol of passion for the environment and fashionable accessories.

It has been a trend in 2018-2019 as a "VSCO girl" material.

Good quality and style that satisfies both professional sportsman and also young students.



Sidenote for "VSCO girl"

An aesthetic started from Oregon, but it blew up on social media, especially on VSCO. Teen-age girls would wear big T-shirt that covers shorts from Nike or Brandy Melville, have scrunches and Pura Vida bracelets, Fjallraven and a sticker-covered Hydro Flask. They would use filters from VSCO for the photos.



Persona_1

Name / Age / Marital Status

Jessica / 19 / Single

Income

- Family is affluent enough to pay for her college/college life.
- \$15/hr part-time job.

Occupation / Industry

College student/ Nursing

Education Level

High School/ Currently attending college

Social Group

Friends, colleagues, family

Location

Urban/metropolitan region
(Los Angeles, CA)

Behavior & Personality

- Extrovert
- Independent
- Loves socializing/hanging out w friends
- Goes to beach and park with friends
- Loves helping others out
- Spends time with friends a lot
- Keeps journals
- Cares about the environment
- Animal lover
- Likes reading books at a beach/park.
- Polaroids/film photos
- Loves music
- Family trips to National Parks
- Uses social media most of time (Tik Tok, Instagram, ect)
- Goes thrift shopping

Wears

- Big hoodies/sweatshirts
- Oversized T-shirts
- Biker shorts/sporty shorts
- Brandy Melville/Kanken Bag/Glossier
- Minimal makeups



Persona_1

Hobbies & Interest

- Writing journals
- Making bucket lists and marking them down
- Going to beach, parks
- Skateboarding
- Reading books
- Environmental issues

Wants

- To live a content-worthy life
- Organized, aesthetic life style
- Balance between the school and life, spending her free time with friends
- Healthy, sustainable life style
- To be the "it-girl" who's fashionable, smart who also cares about the environment

Needs

- Cute Items that boost-up the aesthetics
- Fashion item that's also good for the environment
- Bottle to carry around to school and to beaches/parks
- Time outdoors with friends and family
- Affiliation to groups and trends

Mindset

- Not afraid to take actions and bring positive changes, creative, determined
- Make their own aesthetic, memes, trends
- Believes that individual's action for the environment matters.
- Positive changes could start from various places, such as social media.

Information Sources

- Social media (Tik Tok, YouTube, Twitter, Instagram...VSCO)
- College textbooks and books
- Family(parents) and friends
- Videos (Netflix, YouTube, HBO)





Persona_2

Name / Age / Marital Status

Erin / 27 / Single

Income

- Income \$75,000-\$150,000+
- Able to spend enough money on leisures and hobbies.

Occupation / Industry

Fashion Magazine Journalist / Fashion, design Industry

Education Level

Undergraduate Degree

Social Group

Friends, colleagues, family

Location

Urban / metropolitan region
(New York City / Brooklyn)

Behavior & Personality

- Introvert
- Loves to spend most of time herself, reading and doing her hobbies
- Young professional
- Hard-working
- Loves nature, especially quiet and calm places
- Tries to keep her life organized and planned
- Cares about the environment
- Cat person
- Loves having small gatherings and time with her friends at her house
- Does daily excercises, goes to gym
- Commutes to work, also work remotely
- Loves plants

Wears

- Clean, professional outfits to work
- Designer brands
- COS, Aritzia, Anthropologies, Reformation, Patagonia
- Comfortable sweats and t-shirts at home
- Gym outfit



Persona_3

Name / Age / Marital Status

Jack / 34 / Married, No child

Income

- Income \$85,948 to \$174,459 a year.
- Fluctuates based on the contest results.

Occupation / Industry

Engineer/ Circuits designer/ Tech industry

Education Level

Undergraduate degree/ Graduate degree

Social Group

Friends, colleagues, family

Location

Urban/metropolitan region
(Bay Area, CA)

Behavior & Personality

- Extrovert
- Outgoing, bold, social person
- Responsible
- Spends weekend outdoors
- Loves visiting National Parks
- Professional hiker
- Spends his money on buying hiking gears, sporting goods
- Love all outdoor activities: camping, hiking, swimming, etc

Wears

- Casual, clean clothes to go to work
- T-shirts, wind breaker, fleece pullover, shorts/pants for hiking.
- Outdoor clothing brands: Patagonia, Marmot, Columbia Sportswear, REI Co-op, The North Face.



Persona_3

Hobbies & Interest

- Hiking, outdoor activities
- Buying hiking and camping gears
- Reading travel guides, outdoor magazines

Wants

- To maintain the side hustle of being a professional hiker
- To balance work and life
- Spend time with his wife in the nature
- Be recognized at the engineering field
- Be part of sustainable community

Needs

- Sporting gears that are durable and sustainable
- Items that he can use at the work and in nature
- Professional gears

Mindset

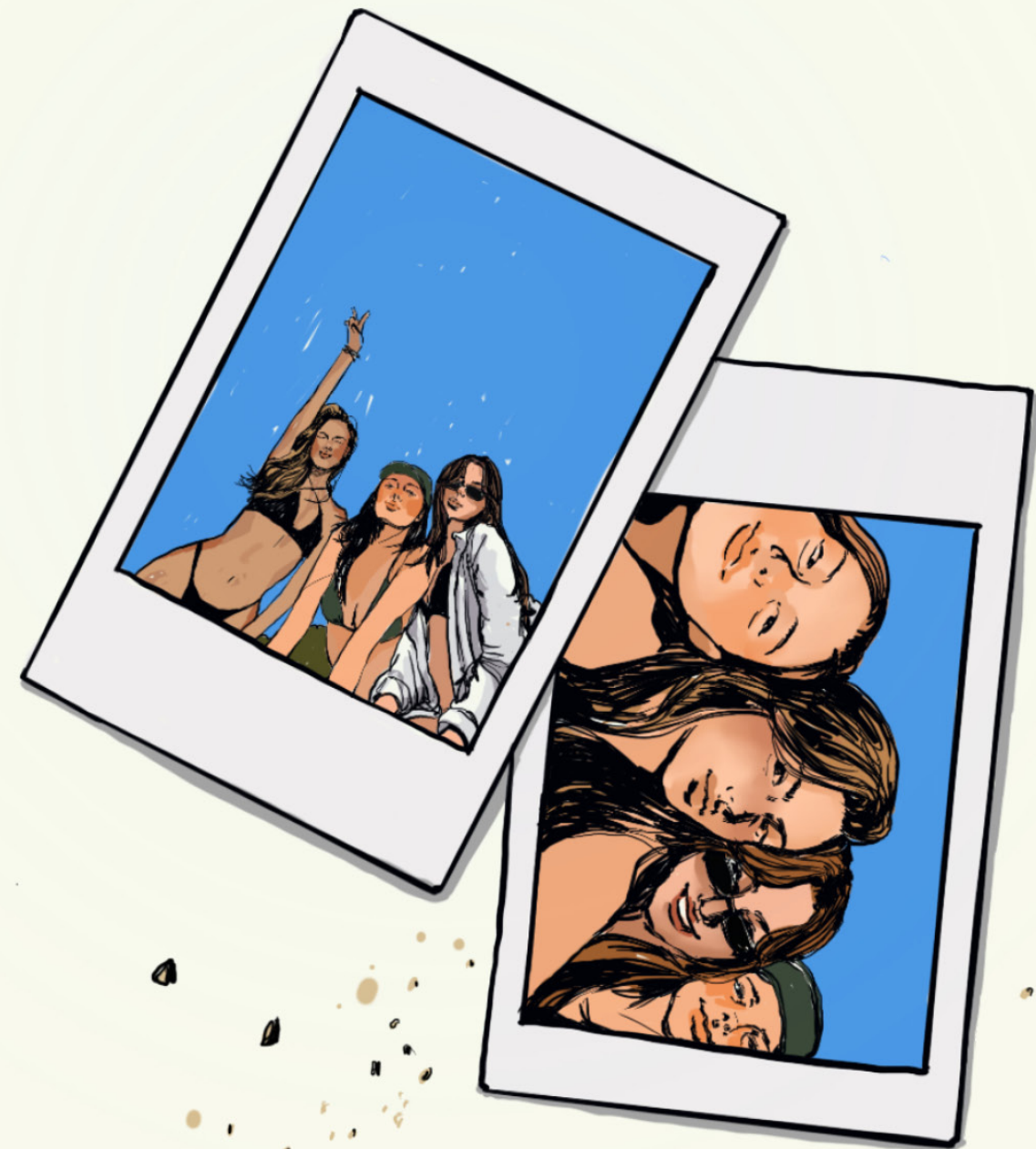
- Seeks bold, adventurous life that keeps him motivated
- Interest in social issues and being part of the sustainable community

Information Sources

- Online journalisms and news
- Watches TV news in the morning or listen to Podcasts
- Online search, blogs
- Magazines (ourdoor)
- Videos (Netflix, YouTube, HBO)
- Social media (YouTube, Twitter, Instagram)















10/02

- Vogue Meeting 9:00am
↳ Sustainable trends
- Interview w Sam 1:30pm
- Back → Finalise A!
- Grocery Shopping
- Yoga 8:00pm

Grocery

- Kale
 - Cucumber
 - Apple
 - Lemon
 - Avocado
 - Eggs
 - Shredded cheese
- Green Smoothie
- Tomato

Reminder

Drink water 2L/day
Vitamin C + D
Collagen drinks
+ Healthy
+ Enough Sleep!







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do
you can
do hard
things





